
Site Address:	Unit 3A, Aysgarth Road, Waterlooville, PO7 7UG		
Proposal:	Display of 1No. non-illuminated sign.		
Application No:	APP/14/00262	Expiry Date:	06/05/2014
Applicant:	Mr Churchill	Team:	Team 2
	Howden Joinery Properties Ltd		
Agent:	Mr Hoggard	Case Officer:	Tina Pickup
	ADS Consultants		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Unit 3A is located on the western side of this industrial area and comprises a brick and white clad frontage two storey flat roofed office building with lower shallow pitched roof 'factory' unit behind and to the side (south). The building is set back 6 to 8m from the highway, where there is fore court parking. The surrounding area is characterised by a low density office/light industrial area, predominately 2 storey brick built buildings with mature landscaping and grass verges.

2 Planning History

Original outline & res matters for the industrial area were for light industrial purposes (13426/1 and 13426/9)
04/69860/000 - c/u to class B2 to allow for the conversion of private and commercial vehicles for disabled persons including limited hire/sales pp 2004

Also a Gen enquiry Gen/13/01155 dated 20 Dec 2013 advising Howdens want to use premises as a branch depot with ancillary trade counter (a B8 use)

3 Proposal

To erect a non-illuminated fascia sign measuring 1.16m high x 4.5m wide with a thickness of 0.03m. The sign would be erected below the first floor windows on the front elevation such that the base of the advertisement would be 3m high.

4 Policy Considerations

National Policies
NPPF

Core Strategies 2011 forming part of the HBLDF
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) Publication Plan, October 2013
Policy DM21 - Shopfronts, Signs, Security Shutters and Advertisements

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - no adverse comments

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 11

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary:

Comment:

7 Planning Considerations

- 7.1 This advert needs consent by virtue of its size and area - it exceeds the 1.55 sqm criteria within class 5 of the advert regs. Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan:

- (i) Amenity
- (ii) Public safety

- (i) Amenity

- 7.2 The site is located in an older style industrial area which is predominantly two storey, sparsely set out with mature landscaping. There are other examples of large non-illuminated sign boards on the frontage of buildings, advertising the various company's presence. Whilst this is a large sign it is however similar to others and appropriate to the building on which it is to be located. There would be no harm to the visual amenity of the area as a result of the display of this sign.

- (ii) Public safety

- 7.3 The proposed sign is non-illuminated and not considered to be a distraction to drivers. There would be no danger to public safety.

8 Conclusion

- 8.1 The proposed sign is considered to be appropriate to the building on which it is to be

sited and the surrounding area and would not be detrimental to either amenity or public safety. It therefore complies with policy DM21 of the Allocations Plan, 2013. The application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00262

(A)

(B) subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:

1:1250 Location Plan

1:200 Site Plan

Drg No. 00000AD/01 Rev A

Reason: - To ensure provision of a satisfactory development.