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|-----------------|------------------------------------------------------------------------------|---------------|-------------|
| Site Address:   | 310 London Road, Waterlooville, PO7 7DS                                      |               |             |
| Proposal:       | Display of 3No illuminated fascia signs and 1No illuminated projecting sign. |               |             |
| Application No: | APP/13/00773                                                                 | Expiry Date:  | 30/09/2013  |
| Applicant:      | Mr Palmer                                                                    | Team:         | Team 2      |
| Agent:          | Miss Barnes                                                                  | Case Officer: | Jenna Shore |
| Ward:           | Waterloo                                                                     |               |             |

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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## **1 Site Description**

- 1.1 The application consists of a mid terrace retail unit facing out onto a pedestrianised section of Waterlooville Town Centre. The unit is currently occupied by Specsavers Opticians. Above the centrally located entrance point is a white fascia sign with a green Specsavers logo in white lettering. Above the two shop windows on either side of the entrance are a further two fascia signs in a pale green. To the north is a projecting sign.
- 1.2 The unit lies within a run of retail units and coffee shops with a bank located opposite. The palette of colour is varied along with size and design of lettering. Most signs along this pedestrianised section of the Town Centre have illuminated elements.

## **2 Planning History**

Three planning applications date from 1996 for advertisement consent relating to the retail nature of the shop front.

## **3 Proposal**

- 3.1 The application seeks to replace the existing fascia signs and projecting sign with three fascia signs and projecting signs. All signs are to be illuminated
- 1) Above front entrance green 'Specsavers' logo with grey text
  - 2) Grey fascia sign located above shop window with 'Opticians' lettering x2
  - 3) Projecting sign to the north with green round opal 'Specsavers' logo and lettering

## **4 Policy Considerations**

### National Policies

National Planning Policy Framework

## **5 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: 5

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

### **Planning Considerations**

6.1 Having regard to the relevant policies of paragraph 6.7 of the National Planning Policy Framework it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety

(i) Visual amenity

6.2 The proposed fascia signs and projecting signs seek to replace existing signs of a similar nature, in regards to both size, design, location and use of colour. The proposal is not considered to deviate significantly from the appearance of the existing shop. A new element to be introduced is lettering 'Opticians' above each of the shop windows. The lettering in terms of size is modest and the use of colour is not considered to be visually intrusive. The use of green, grey and white in this location is thought to blend in with the use of existing colour noted throughout the length of this section of WaterlooVille Town Centre where bold vibrant colours are the norm. the proposal is therefore thought to comply with paragraph 6.7 of the National Planning Policy Framework.

(ii) Highway safety

6.3 The proposed signs and projecting signs are located above a pedestrianised section of WaterlooVille Town Centre. The projecting sign is to be positioned in the same location as the existing projecting sign. 2.8m above the external footpath. The proposal is unlikely to result in an adverse impact to vehicle or pedestrian traffic in this location.

## **7 Conclusion**

7.1 The siting, scale and design of the proposal fascia signs and projecting sign are thought to be consistent with the palette of colour and design of signs found throughout the length of WaterlooVille Town Centre.

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## **8 RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00773 subject to the following conditions

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.  
**Reason:** To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 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 1992
- 3 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 1992
- 4 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 1992.
- 5 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 1992.
- 6 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 1992.
- 7 No part of the fascia shall be illuminated other than as hereby permitted.  
**Reason:** In the interests of the amenities of the area. .
- 8 The illumination of the proposed advertisements shall be of a non-intermittent type.  
**Reason:** In the interests of the amenities of the area.
- 9 The projecting sign shall be affixed to the building in such a position that the lowest part of the sign is not less than 2.7m metres above the level of the footpath.  
**Reason:** In the interests of highway safety.
- 10 The intensity of illumination shall not exceed:  
Grey fascia sign: 750 candelas per m2  
Grey fascia sign: 750 candelas per m2  
Green. opal text fascia sign: 1193 candelas per m2  
Projecting sign: 1027 candelas per m2

**Reason:** In the interests of the amenities of the area and highway safety.

- 11 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan received to the Council 5th August 2013

Existing and proposed elevations drawing number 408/401 received to the Council 5th August 2013

Proposed fascia panels and logo drawing number 79284/1 received to the Council 5th August 2013

Proposed projecting sign drawing number 79284/3 received to the Council 5th August 2013

Proposed Specsaves and Opticians lettering detail drawing number 79284/2 received to the Council 5th August 2013

Photograph received to the Council 5th August 2013

Design and access statement received to the Council 13th August 2013

**Reason:** - To ensure provision of a satisfactory development.