
Site Address:	37A London Road, Cowplain, Waterloooville, PO8 8DF		
Proposal:	Display of 1No. illuminated fascia; 1No. illuminated projecting sign and 1No. non-illuminated side fascia sign.		
Application No:	APP/13/01239	Expiry Date:	05/02/2014
Applicant:	Mr Lymn Mutual Services (Portsmouth) Ltd	Team:	Team 2
Agent:	Mr Bannatyne Key2 Signs Ltd	Case Officer:	Richard Nash
Ward:	Hart Plain		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site comprises a two storey end of terrace building of traditional character and brick, hanging tile and slate finish, located at the north western corner of the junction of London Road with Park Lane. The site lies within secondary frontage of Cowplain District Centre as identified in the emerging Local Plan (Allocations) document, and the ground floor of the building is in use for A1 purposes. This side of this section of London Road is predominantly characterised by commercial land uses at ground floor level.

2 Planning History

None

3 Proposal

The current application proposes the display of 1 No illuminated fascia sign, 1 No illuminated projecting sign and 1 No non-illuminated side fascia sign. The application was not submitted retrospectively, but the signs have been installed during the application process.

4 Policy Considerations

National Policies

National Planning Policy Framework ('NPPF')

Emerging Local Plan (Allocations) document 2013 (forming part of the HBLDF)
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 objection subject to illumination conditions.

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: 7

Number of site notices: 1

Statutory advertisement: Not applicable

Number of representations received: None

7 **Planning Considerations**

Paragraph 67 of the NPPF requires that advertisements should be subject to planning controls only in the interests of amenity and public safety, taking account of cumulative impacts. The proposed signs would be illuminated at a suitable level and of an appropriate scale, siting, design and colour within the context of the building and this side of this section of London Road.

8 **Conclusion**

Taking account of both individual and cumulative impact, the proposed advertisements would not have a detrimental impact on amenity or public safety. The application for advertisement consent should therefore be approved.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/01197, subject to the following conditions:

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

004-055-104 Revision A (Location Plan)
004-055-103 Revision A (Signage Details)
004-055-105 Revision A (Proposed Side Elevation)
004-055-102 Revision A (Proposed Front Elevation)

Reason: - To ensure provision of a satisfactory development.

- 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 signs shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 8 The illumination of the signs hereby permitted shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 9 The intensity of illumination shall not exceed 270 candelas per m².
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).