
Site Address:	2 The Precinct, Waterlooville, PO7 7DT		
Proposal:	Display of 1No. illuminated fascia sign and 1No. illuminated projecting sign.		
Application No:	APP/13/01219	Expiry Date:	10/02/2014
Applicant:	British Heart Foundation	Team:	Team 2
Agent:	Mr Sutherland	Case Officer:	Bee Crawford
	British Heart Foundation		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located in the pedestrianised area of Waterlooville London Road shopping precinct in a row of shops and consists of a two storey purpose built retail unit which is currently vacant. There is pedestrian access from the front and Dukes Walk Service Road provides vehicular access to the rear.
- 1.2 The area consists of a mixture of predominantly retail two storey units of various age, style and size in a pedestrianised precinct.

2 Planning History

None relevant to this application.

3 Proposal

- 3.1 The application is for the display of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign to the front elevation of the unit.

4 Policy Considerations

National Policies

National Planning Policy Framework 2012.

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

Havant Borough Local Plan (Allocations) Publication

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 comment to this application providing a standard illumination condition is to be

imposed.

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: 0

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual Amenity
- (ii) Highway Safety

(i) Visual Amenity

7.2 The proposed signs would be located on the front elevation of the unit. They will consist of white text and logo on an internally illuminated red panel. As the site is situated in a designated commercial centre and the application is to replace existing signage, albeit for a new occupier, it is not considered the proposal will have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the emerging HBLP (Allocations) and Policy CS16 of the Core Strategy.

(ii) Highway Safety

7.3 The precinct in which the unit is located is pedestrianised and therefore it is not considered that the signage would pose a risk to highway safety.

8 Conclusion

8.1 The proposal is considered to be acceptable and is recommended for consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/01219 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 No part of the fascia 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).

- 7 The illumination of the proposed sign 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)

- 8 The intensity of illumination shall not exceed 70 candelas per m2.

Reason: In the interests of the [amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

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

WTL-C-CBDS-01	Existing floor and elevation plan
	Proposed signage, floor and elevation plan
	Location plan
	Photograph showing indicative signage

Reason: - To ensure provision of a satisfactory development.