
Site Address:	Unit 1, Dukes Walk, Waterloooville, PO7 7HS		
Proposal:	Display of 2No. illuminated fascia (pod signs).		
Application No:	APP/13/00912	Expiry Date:	11/11/2013
Applicant:	Bon Marche	Team:	Team 2
Agent:	Mr T Richardson	Case Officer:	Jenna Shore
	Escott Signs Ltd		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site consists of an end of terraced retail unit. To the north is a shop front window and entrance point, beyond is this a pedestrianised section with a canopy over.
- 1.2 To the east is Waitrose, a large retail unit, to the south is the loading bay and to the west is a further retail unit.
- 1.3 The building is located within the Waterloooville Town Centre and occupies an area of Primary Frontage.

2 Planning History

No planning history

3 Proposal

- 3.1 The application seeks replace existing fascia signs with two internally lit fascia signs, reflecting a slight variation in design 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: 6

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

6 Planning Considerations

6.1 Having regard to the relevant policies of paragraph 67 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 background of the proposed sign is indicated to be a similar colour and shape to that of the existing sign. The only real change in terms of design relates to the proposed lettering. The lettering is again indicated to be of a similar colour but is however reduced in terms of size and thickness. The sign is considered to be more subtle in its appearance with a palette of colour similar to the existing and that of the surrounding retail units. The proposed signs are therefore unlikely to result in an adverse impact to visual amenity.

6.3 The proposal is not located near to residential dwellings. The low level illuminance proposed is unlikely to affect residential amenity.

(ii) Highway safety

6.4 The Council's highway Officer has not highlighted a cause for concern relating to the use of the signs. A standard condition can be added relating to illumination to safeguard both highway and visual amenity.

7 Conclusion

7.1 The proposed siting, design and use of colour and level of illumination is unlikely to appear visually intrusive nor is it likely to result in an adverse impact to residential dwellings in this location.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00912 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 and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

- 8 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)

- 9 The intensity of illumination shall not exceed 616.73 candelas per m².
Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

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

Location plan received by the Council 11th September 2013

Existing and proposed elevations received by the Council 11th September 2013

Reason: - To ensure provision of a satisfactory development.