
Site Address:	109 - 111 London Road, Waterloooville, PO7 7EQ		
Proposal:	Display of 1No. illuminated fascia sign, 1No. illuminated projecting sign; 2No. illuminated ATM surround signs.		
Application No:	APP/13/00469	Expiry Date:	12/07/2013
Applicant:	Mr Carroll	Team:	Team 2
	Lloyds Banking Group		
Agent:	Mr Dewsnap	Case Officer:	Jenna Shore
	Styles and Wood Ltd		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site consists of an end of terrace unit with a large frontage. Halifax Bank currently occupies the unit with an entrance point to the north east elevation and two ATM's to the south east elevation. The frontage consists of granite flooring and walls with a white fascia sign stretching the length of the unit, the sign contains 'Halifax' and the logo and a phone number. Above the ATM's are two small signs which appear non illuminated located on a blue background.
- 1.2 Opposite the unit is a pedestrian footway which leads to The Boulevard. To the north is a smaller unit with a red fascia sign. To the south is WHSmith's with a similar size unit and double shop frontage.
- 1.3 The streetscene consists of numerous shop fronts of various sizes. There is little continuity in the use of colour, lettering and scale.

2 Planning History

APP/11/01116

Overcladding of part of the existing granite shopfront (surrounding existing ATMs) with a powdercoated aluminium panel. Installation of 2No. identical surface mounted signs above existing ATMs.

Permitted. 10/08/2011

APP/11/01117

Display of 2No. non-illuminated ATM signs.

Permitted. 10/08/2011

05/52149/008

Installation of new shopfront and internal alterations.

Refused. 29/06/2005

3 Proposal

- 3.1 The application seeks to remove the marketing material from above the existing ATM machines and replace with two greyblue surrounds. Both surrounds are to be internally lit to a luminance level of 200 cd/m.

- 3.2 The existing fascia sign is to be removed and replaced with a blue fascia sign 10cm greater in width than the existing sign. The sign is to be internally lit to a luminance level of 400 cd/m. The fascia sign contains the Halifax wording/logo at the centre.
- 3.3 To the most northern end of the fascia sign a projecting sign is proposed. This is to be of a similar colour to the fascia sign and contains the Halifax wording and logo. The sign protrudes out of the existing wall by 0.8m. The sign is to be internally lit to 10.5 cd/m.

4 Policy Considerations

National Policies

National Planning Policy Framework

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer

Awaiting 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: 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 paragraph 6.7 of the National Planning Policy Framework it is considered that the main issues arising from this application are:

(i) Amenity and public safety

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- 7.2 A sign currently exists in the proposed location of a similar size and design. the use of colour along the full width of the shop frontage is likely to appear bold due to the change from white to blue, however this is unlikely to appear visually intrusive or incongruous within the character of the streetscene and blends in well with the existing palette of colour noted in the immediate vicinity. It is therefore considered that the slight change from existing to proposed is unlikely to lead to a detrimental impact to the character of the streetscene.
- 7.3 The ATM surrounds direct the user to the ATM machines through the use of colour on what is otherwise a bland section of the shop frontage. Therefore the continued use of colour in this location is likely to continue to direct and lead customers to the area of useable space.
- 7.4 The building forms part of the pedestrianised section of Waterlooville town centre. The proposed signs are therefore unlikely to result in an adverse impact to highway safety.

8 Conclusion

- 8.1 The design, size and siting of the proposed signs is unlikely to appear incongruous or visually intrusive within the character of the streetscene and is therefore unlikely to lead to an adverse impact within an area of primary frontage known to consist of bold use of colour and design.
- 8.2 The siting of the building along a pedestrianised section of Waterlooville town centre limits an adverse impact on highway safety.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00469 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, projecting sign or ATM surround] shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area. .
- 8 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area.
- 9 The intensity of illumination for the fascia sign shall not exceed 400 candelas per m².
Reason: In the interests of the amenities of the area.
- 10 The intensity of illumination of the projecting sign shall not exceed 10.5 candelas per m².
Reason: In the interests of the amenities of the area.
- 11 The intensity of illumination of the ATM surrounds shall not exceed 200 candelas per m².
Reason: In the interests of the amenities of the area.
- 12 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan and block plan drawing number 50961692-AR01-00-0700 received to the Council 17th May 2013

Existing elevation drawing number 50961692-AR01-E1-0101 received to the Council 17th May 2013

Proposed elevations drawing number 50961692-AR01-E1-1101 received to the Council 17th May 2013

Proposed sign detailing drawing number 50961692-AR01-E1-2501 received to the Council 17th May 2013

Reason: - To ensure provision of a satisfactory development.