

**P/13/0247/AD**

**PARK GATE**

LLOYD'S BANKING GROUP

AGENT: BLAZE NEON

DISPLAY OF INTERNALLY ILLUMINATED FASCIA SIGN, PROJECTING SIGN, ATM HEADERS AND BRANCH LETTER SIGN

MIDDLE ROAD - LLOYDS TSB BANK PLC PARK GATE SOUTHAMPTON SO31 7GH

***Report By***

Emma Marks - Ext.2677

***Site Description***

This application relates to commercial premises (Lloyds Bank) on the corner of Middle Road and Bridge Road. The premises are located within a local shopping area.

***Description of Proposal***

Planning consent is sought for the display of an internally illuminated fascia sign, projecting sign, ATM headers and branch letter sign.

***Policies***

The following policies apply to this application:

**Fareham Borough Local Plan Review**

DG7 - Signs and Advertisements

***Relevant Planning History***

The following planning history is relevant:

**P/06/1528/AD**

**DISPLAY OF INTERNALLY ILLUMINATED FASCIA AND PROJECTING SIGNS**

CONSENT 5            02/01/2007  
YEARS

**P/02/1469/AD**

**Display of Two Internally Illuminated ATM Signs and One Internally Illuminated Projecting Signs**

CONSENT 5            09/12/2002  
YEARS

***Representations***

One letter of representation has been received from the occupier of a property opposite the site on the other side of Bridge Road, objecting on the following grounds:-

- i) Light emanating from the existing signs caused problems previously; this was resolved by the bank switching off the illumination at night;
- ii) It is hoped that the bank continue with this current stance.

***Consultations***

Director of Planning & Environment(Highways):- No objection

***Planning Considerations - Key Issues***

This application relates to a corner commercial unit situated on the west side of Middle

Road. Consent is sought for the display of an internally illuminated fascia sign, projecting sign, ATM headers and branch letter sign.

An objection has been received from the occupier of a residential property regarding the illumination of the replacement fascia sign and the possible nuisance that the illumination may create. Officers can confirm that only the lettering would be illuminated and as the objector's property is situated some 25 metres away across a main road the living conditions of the immediate neighbours would not be compromised.

The proposed signage comprising new company corporate logo would replace existing signage in the same position on the building. Officers are of the opinion that the new signage would not have an adverse impact on visual amenities of the area.

Officers are of the view that the application is acceptable and complies with the Fareham Borough Local Plan Review.

### ***Reasons For Granting Permission***

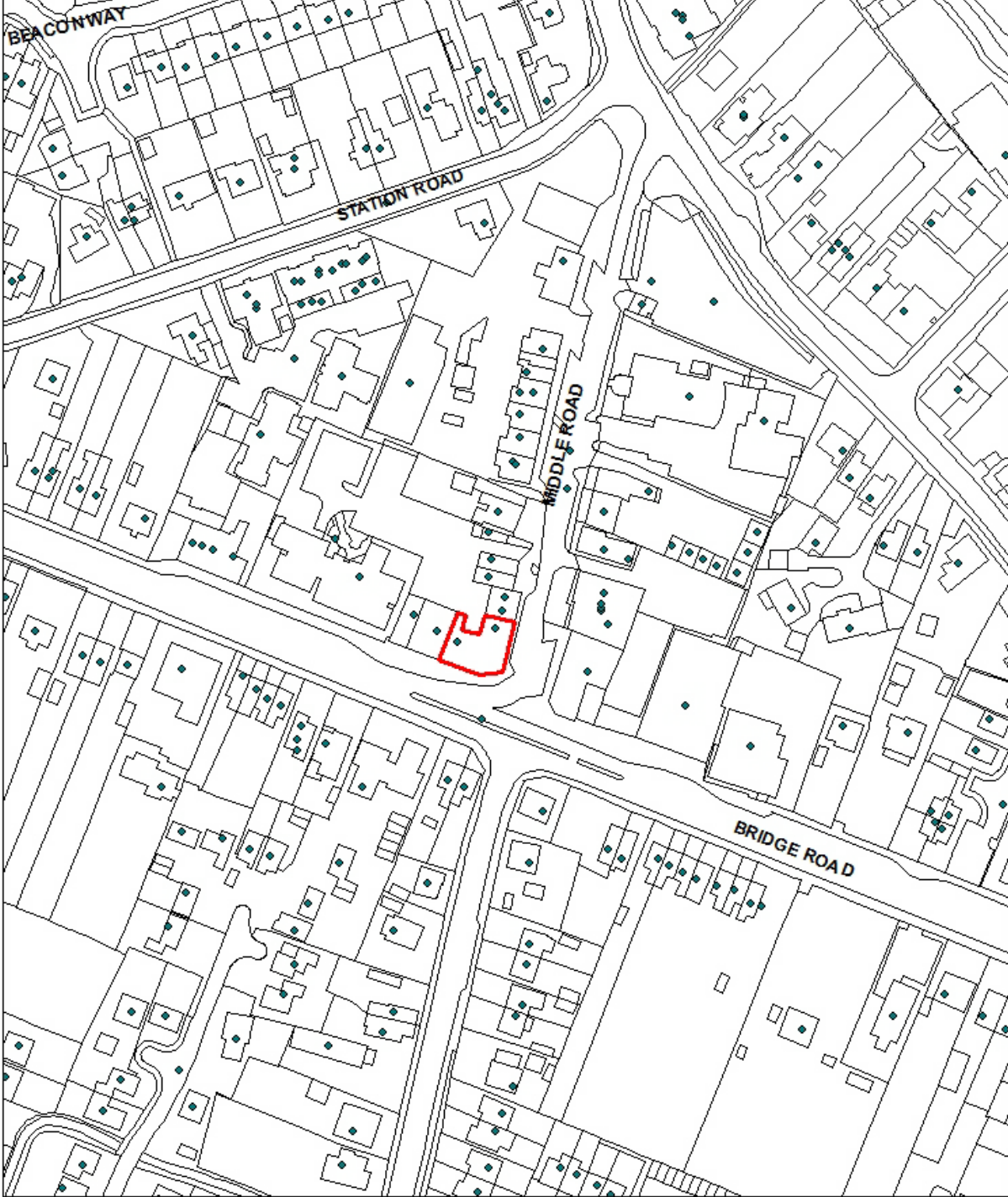
The advertisement is acceptable taking into account the policies and proposals of the development plan and having regards to other relevant factors such as amenity and public safety in accordance with Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Where applicable conditions have been applied in order satisfy the above considerations to limit or restrict the subject matter, content or design of what is to be displayed. In accordance therefore with Section 14(1) of those regulations express consent should be granted.

### ***Recommendation***

CONSENT: The illumination of the signs hereby permitted shall not exceed 540 candelas/square metre.

# FAREHAM

## BOROUGH COUNCIL



Middle Road - Lloyds TSB  
1:1250

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