

DELEGATED OFFICER REPORT

Site Address:	335-339 Milton Road, Cowplain, Waterlooville, PO8 8LH		
Proposal:	Display of 2 No. externally illuminated fascia signs.		
Application Type:	Advertisement		
Application No:	APP/24/00620	Expiry Date:	15/10/2024
Applicant:	Mr Patel		
Agent:	Mr Knight	Case Officer:	Robert Riley
	Knight Consulting		
Ward:	Hart Plain		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site comprises of a Premier shop, located in a shopping precinct in Cowplain's Milton Road Local Centre. The application site features flats on the first floor. Parking is provided for the retail units to the front, accessed from Milton Road. The surrounding area is residential.
- 1.2 The site currently features externally illuminated signage to its front and side elevations.

2 Planning History

APP/24/00619 - Existing entrance to be blocked up with a proposed window. New entrance on front facade of the building in 337-339 and a new ATM position / Front Door position in 335 Milton Road. Permitted 02/01/2025

3 Proposal

- 3.1 Display of 2 No. externally illuminated fascia signs.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16	(High Quality Design)
DM10	(Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1	(Presumption in Favour of Sustainable Development)
DM21	(Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 **Statutory and Non Statutory Consultations**

Councillor Ann Briggs

No comments received

Councillor E Shimbart - Hart Plain

No comments received

Councillor James Blades

No comments received

Hampshire Highways

Recommendation

The Highway Authority raise no objection to the proposed advertisement subject to the imposition of the following condition:

The illumination of the consented signs shall be no greater than 600 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity.

Officer comment: As the signs would be visible from the street, the officer asked for further clarity from the Highway officer. The Highway officer in response to this, stated *"The comment relates to seeing the light source not the illuminated sign itself. The signs are acceptable subject to the standard illumination condition as recommended."*

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: 28

Number of site notices: 2.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
The supermarket already leaves their existing lighting on all night cause light pollution to all neighbouring properties - increasing the amount of lighting will obviously impact on neighbouring properties further.	The proposal would be conditioned in order to limit its luminence. The proposed troughlight would furthermore be angled downwards and towards the shopfront, as specified in the submitted Advertising Statement. In light of this condition and details, officers consider that the works would

	have an acceptable impact regarding residential amenities. The application site lies within a Local Centre where a degree of commercial advertising is considered reasonable.
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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
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 Policy DM21 of the HBLP (Allocations) 2014 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and not result in light pollution. The application site is located in a prominent corner position and further lies within the Milton Road Local Centre, whereby Policy AL3 of the HBLP (Allocations) 2014 is supportive of development which contributes to the vitality and viability of such centres. In a wider context the Local Centre located in an area of Cowplain that is predominantly residential.

7.3 The proposed 2No fascia signs would have an acceptable size and appearance and would replace existing signage. The lighting to the fascias on the front and side would be conditioned if permission is forthcoming to restrict illumination, which would lessen their impacts on visual amenities. They would be located in an area that already has high levels of illumination from street lighting and adjacent units

7.4 It is considered the proposal would not have an adverse effect on the visual amenity of the immediate locality and would not be an out of keeping feature for the application site. It is deemed the proposal meets the requirements of Policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.5 The proposed signs would be positioned such that they would not represent a negative impact upon highways safety for pedestrians or road users. The Highway Authority were consulted on the application and raised no concerns in respect of the proposal, subject to a condition to restrict illumination.

(iii) Effect on residential amenity

7.6 Owing to the scale of the proposed signs and their position relative to the host property and surrounding development the proposal would not have a significant negative impact upon residential amenity. The illumination levels proposed would be appropriate to the location of the property and would be restricted by condition in respect of luminance to reflect the limits on luminance requested by the Highways Authority. The proposed troughlight would furthermore be angled downwards and towards the shopfront, as specified in the submitted Advertising Statement. In light of this condition and details, officers consider that the works would have an acceptable

impact regarding residential amenities. The application site lies within a Local Centre where a degree of commercial advertising is considered reasonable and the proposal is considered acceptable regarding its impact on residential amenities in such a context.

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.
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9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/24/00620 subject to the following conditions:

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

AMENDED ADVERTISING STATEMENT: Uploaded 20/12/24
Drawing Number: KC 04 A EX: LOCATION PLAN: Uploaded 20/8/24
Drawing Number: KC 03 A EX&PP E: AMENDED EXISTING AND
PROPOSED ELEVATIONS: Uploaded 20/12/2024

Reason: - To ensure provision of a satisfactory development.

- 2 The illumination of the consented signs shall be no greater than 600 candela per square metre and no light source shall be visible from the highway.

Reason: In the interests of highway safety and amenity, and having due regard to Policies CS16 and DM10 of the Havant Borough Local Plan (Core Strategy) 2011 and Policy DM21 of the Havant Borough Local Plan (Allocations) 2014.