
Site Address:	Southern Co-Operative Ltd, 31 London Road, Purbrook, Waterlooville, PO7 5LG		
Proposal:	Display of 1No. externally illuminated fascia sign; 1No. non-illuminated projecting sign; 1No. non-illuminated 'Post Office' directory sign.		
Application No:	APP/19/00620	Expiry Date:	23/08/2019
Applicant:	The Southern Co-operative Ltd		
Agent:	Mr Holmes	Case Officer:	Ross Leal
	Chapman Lily Planning Ltd		
Ward:	Purbrook		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is located on west side of London Road and is comprised of an existing Co-Op store with the frontage and south side laid out for customer parking. The site is a former public house. The site frontage is largely open, although there are central bollards and also a limited extent of low wall on the southern part of the frontage. The premises are set well back from the highway and partially screened on both sides towards the front by substantial trees to the north and by walling to the south. The premises are constructed of red brick with a roof of small plain tiles. There are 3 externally illuminated fascia signs. There is also an externally illuminated hanging (pub type) sign on the front southern corner of the site. The general character of the area is residential.

2 Planning History

APP/14/00787 - Discharge of Condition No. 3 of Planning Permission APP/14/00340., PERM,19/09/2014

APP/16/00443 - Crown raise 1No. Horse Chestnut (T1) to 5 metres, reduce by 2 to 3 metres on southern section and remove major deadwood, within Area A1 of TPO 0105., PERM,06/06/2016

APP/16/00794 - Display of 3No. externally illuminated fascia signs; 1No. externally illuminated ATM fascia sign; 3No. vinyl window signs; 1No. externally illuminated post mounted sign and 1No. non illuminated panel sign., PERM,23/09/2016

3 Proposal

It is proposed to display the following:

A) 1 small (560mm xs 560mm) post office fascia sign on the north front corner of the site. This would be illuminated, although would not exceed 200 cd/m2.

B) 1 small (560mm x 560mm) post office projecting sign on the south front corner of the site. Non-illuminated.

C) 2 Non-illuminated lettered signs to the left side of the front entrance door.

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)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

No consultees.

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: 25

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
A nearby occupier has made representations stating that since the local ONE STOP and one of the local CO-OPs have closed in Purbrook and Widley the amount of traffic parking outside of the last remaining CO-OP at 31 London road has increased massively with no increase of parking provision. As a resident who pays for permit parking between 1800-0800 it is often impossible to get a car parking space.	This application is for the signs associated with the Post Office and not for the use The Post Office use falls within Use Class A1, as does the existing Co-op use. As such, there is no change of use and planning permission is not required for the Post Office to operate from the premises. The Council as Local Planning Authority therefore has not control over the additional post Office Use nor therefore over associated parking related issues.

The new proposal to have a post office located at 23 London road is only going to increase this issue. Whilst I am aware my permit does not guarantee me a space it should not be used as a five minute over flow space for CO-OP customers. Can i ask the council if they have any proposals to increase local parking next to the CO-OP. Perhaps suggesting to the CO-OP that as a pre-requisite to having a post office on site that they purchase the piece of land to the right of the CO-OP and create more parking for CO-OP customers.	In any event, 'the land to the right' of the Post Office contains established trees which are TPO'd and contribute both screening and to visual amenity in the street scene. Provision of additional parking would require felling of these trees and harm to visual amenity. The matters raised are also not material considerations in this application for Advertisement Consent.
---	--

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 The site of the application is situated within the urban area where and there are existing signs on the building associated with the present retail use. These are well proportioned and not considerable in number. The building is set back from the highway/public realm which would mitigate visual impact and the proposed signs are of limited proportions and would not be visually intrusive. The introduction of the further signs proposed would not result in an over proliferation of signs on the site and therefore would not result in visual clutter which would be harmful to visual amenity. The proposed signs are therefore considered to be consistent with the NPPF and Policies CS16 and DM21.

(ii) Highway safety

7.3 The proposed signs are set back from the highway and would not be distracting to highways users nor unduly intrusive due to lighting. As such the signs are not considered to pose a risk to highway safety.

(iii) Effect on residential amenity

7.4 The proposed signs would be set well back from the road and from residential development in the locality. Only one of the signs would be externally illuminated. The signs would not therefore result in harm to residential amenity since they would not be intrusive visually nor result in light impacts.

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and in accord with Council Policies and the NPPF. The application is therefore recommended for advertisement consent.
-

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/00620 subject to the following conditions:

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

Drawing Number SC-392-V1-GF-DR-K-0004 - Location plan
Drawing Number 001-392-101/A - Front Elevation & Sign Details
Drawing Number 001-392-101/A - Side Elevation & Sign Detail

Reason: - To ensure provision of a satisfactory development.

- 2 The intensity of illumination of Projecting Sign B shall not exceed 200 candelas per m2.

Reason: In the interests of the amenities of the area having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.

- 3 The illuminated sign shall only be illuminated when the unit is open to the public.

Reason: In the interests of the character and appearance of the area having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.