
Site Address:	61 London Road, Cowplain, Waterloooville, PO8 8UJ		
Proposal:	Display of 1No.internally illuminated aluminium fascia sign and 1No. internally illuminated projecting sign.		
Application No:	APP/19/00400	Expiry Date:	06/06/2019
Applicant:	Mr Pay Worthing Pharmacies Ltd		
Agent:	Mr Wilson The Surveyors Partnership LLP	Case Officer:	John Shaw
Ward:	Cowplain		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is a two storey mid-parade, brick-built, flat roof commercial unit within the Cowplain District Centre and within the Secondary Shopping Frontage as defined by policies CS4 and AL3 of the Local Plan set to the western side of London Road. Tuckers Pharmacy currently occupies the ground floor and first floor level of the building. The adjacent unit to the south at ground floor level is currently occupied by an estate agent and the adjacent unit to the north is currently occupied by a take-away; directly opposite is a detached residential property adjacent to a medical centre. There is a layby parking to the front of the unit and a public car park to the rear on the west of London Road (accessed via both Durley Avenue and Kings Road).

2 Planning History

APP/18/01031 - Installation of 3No. externally mounted, perforated aluminium security roller shutters to shopfront., PERM,13/12/2018

APP/19/00399 - Replacement shopfront with new entrance door to front elevation, installation of 3No. externally mounted perforated aluminium security roller shutters, re-positioning of existing air conditioning condenser unit to north west elevation and installation of 1No. wall mounted air conditioning condenser unit to north west elevation, new window opening to SW elevation.

3 Proposal

Display of 1No.internally illuminated aluminium fascia sign and 1No. internally illuminated projecting sign.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Highways

No Objection

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: 6

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 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 proposal would see the replacement of the existing fascia sign with 1x internally halo illuminated fascia sign and 1x internally halo illuminated projecting sign. The signs would be a proportionate addition to the streetscene where fascia and projecting signage including illuminated signage are common features. The proposed illumination level and the use of halo lighting would not be overly prominent though would be sufficient for operational purposes of the business and would overall not have an undue impact on the character and appearance of the area.

7.3 It is considered the proposal would not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 It is considered that the erection of 2x internally illuminated sign at the site with a low illuminance level of 63cd/m2 would have no adverse impact on highway safety and no objection has been raised by the Local Highways Authority. The proposal would therefore comply with DM21 of the Havant Local Plan.

(iii) Effect on residential amenity

7.5 There are residential flats at first floor above the attached takeaway to the north and other examples of residential accommodation above the shop frontages within the immediate locality. It is considered that the proposed adverts due to their limited and

static level of illumination would have no undue impact on the amenities of the occupiers of these residential units and so would comply with Policy DM10 relating to Pollution and DM21 of the Havant Local Plan.

8. Conclusion

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

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/00400

(A) subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 The development hereby permitted shall be carried out in accordance with the following approved plans and which relate to the proposed illuminated fascia sign and proposed illuminated projecting sign only:

Sectional Elevation A-A As Existing and Proposed, Drwg No. SP1493:08 REV A;
South East and North West External Elevations as Proposed, Drwg No. SP1493:17;
North East and South West External Elevations as Proposed, Drwg No. SP1493:18;

Reason: - To ensure provision of a satisfactory development.
- 3 No part of the fascia and projecting sign 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)
- 4 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)
- 5 The intensity of illumination shall not exceed 63 candelas per m2.
Reason: In the interests of the [amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).