

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: Emsworth

5 **Statutory and Non Statutory Consultations**

Chichester Harbour Conservancy

Split decision

Suggested considerations -

- illuminated signage units S1, S2 (facia signs) replacing existing are not objected to;
- non-illuminated signage units S3 (directory sign); W1, W2 (window graphics); and 2x PP (paypoint boards / national lottery) are not objected to;

And

- illuminated sign S4 (projecting sign) replacing non-illuminated swing sign is opposed due to non requirement of additional proliferation of illuminated signs within the settlement in the Area of Outstanding Natural Beauty, particularly a sign that advertises a service (the post office) which is not available outside normal day-time trading periods when illumination is unnecessary
- signage to the proposed free-standing ATM unit will require separate CCTV and external lighting to be provided for security and surveillance of the unit, adding to the level of illumination to be provided and clutter of equipment (additional CCTV cameras) within this part of the main approach into town centre

Officer comment: *Sign S4 has been revised to a non-illuminated sign. With regard to the ATM, this is the subject of a separate application for planning permission (APP/18/00769) and none of the advertisements the subject of this report relate to the ATM itself.*

Conservation Officer

As a supermarket with later opening hours some illuminated signs have been considered acceptable in the past. However, illumination within the conservation area is normally limited. The design size and illumination of the proposed signs is very similar to the existing. As such I have no objection to the vast majority of the signs proposed.

The only sign I have issues with is projecting sign S4 which is proposed to be internally illuminated. Internally illuminated signs are normally resisted in conservation areas as they are considered to be out of character. As such I would recommend that the details of this sign are changed to a non-illuminated hanging sign. This would effectively match what currently exists on the retail unit.

Subject to the amendments outlined I would have no objection to the proposed scheme. A condition should be attached limiting the illumination to the hours of the business.

Development Engineer - Highways

The Highway Authority have no adverse comment to the application.

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: 30

Number of site notices: 1

Statutory advertisement: 31/08/2018

Number of representations received: None

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
- (iv) Impact upon heritage assets and AONB
- (v) Other matters

(i) Visual amenity

7.2 The proposed signage would not have a significant or negative impact upon the visual amenity or character of the application property or the street scene relative to the existing signage to be replaced. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.3 The proposed signs would not impact upon issues of highway safety. The Highway Authority were consulted in respect of this application and raised no objection to the proposal.

(iii) Effect on residential amenity

7.4 The proposed scheme includes 2No. externally illuminated fascia signs. Subject to low levels and restricted hours of illumination, to be controlled by condition, the proposal would not be expected to have a significant negative impact upon the amenities of surrounding development which is already subject to the existing signage and illumination arrangement.

(iv) Impact upon heritage assets and AONB

7.5 The application site is situated within the Chichester Harbour AONB, the Emsworth Conservation Area and within the immediate locality of several Grade II Listed Buildings. The proposed signage would be considered to conserve or enhance the appearance and character of the AONB, the Conservation Area and the settings of the surrounding listed buildings relative to the existing signage to be replaced. It is

deemed that the proposal meets the requirements of policy DM20 of the HBLP (Allocations) and policies CS11 and DM8 of the HBLP (Core Strategy).

- 7.6 As originally proposed one of the hanging signs was to include internal illumination. Following advice to the agent that internal illumination would not be supported within the Conservation Area or AONB, as reflected in consultation responses from the Conservation Officer and Chichester Harbour Conservancy, the proposal was amended such that all hanging signs will be non-illuminated.

(v) Other matters

- 7.7 The submitted floor and elevation plans show several additional alterations to the shop front beyond the proposed signage. The alterations shown will be subject to a separate application for planning permission and are not considered as part of the current application, which recommends approval of the proposed signage only.

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/18/00768 subject to the following conditions:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
079-0013 - LOCATION PLAN
001-079-101 C - FRONT AND SIDE ELEVATIONS
001-079-102 C - SIGNS S1 AND S2 (ILLUMINATED FASCIA SIGNS)
001-079-103 C - SIGNS PP (PROJECTING PAYPOINT AND LOTTERY SIGNS)
001-079-104 C - SIGN S3 (STORE DIRECTORY)
001-079-106 C - SIGNS W1 AND W2 (WINDOW GRAPHICS)
001-079-107 C - SIGN S4
SC-079-V1-GF-DR-K-0014 - BLOCK PLAN
Reason: - To ensure provision of a satisfactory development.
- 2 The external illumination hereby permitted shall be of a non-intermittent type. The intensity of illumination shall not exceed 200 candelas per m2 .
Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations).
- 3 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for trade or business.
Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework.