
Site Address:	LIDL, Land South of, Manor Road, Hayling Island		
Proposal:	2No. internally illuminated fascia signs; 2No. non-illuminated double sided site entrance signs; 1No. internally illuminated totem sign.		
Application No:	APP/18/00457	Expiry Date:	28/06/2018
Applicant:	Mr Mitchell Lidl UK		
Agent:	Mr Tookey RPS Planning & Development	Case Officer:	Lewis Oliver
Ward:	Hayling West		

Recommendation: **REFUSE ADVERTISEMENT CONSENT**

1 Site Description

The application site lies outside, but adjacent to, the defined urban area of Hayling Island, as defined on the adopted Local Plan Proposals Map. It is located within Flood Zones 1, 2 and 3. The site is approximately 1.16 ha in size, generally level and formally comprised a field currently used for grazing of horses. Vehicular access to the site is currently taken from Manor Road, and is located in the north western corner of the site. The southeast corner of the site adjoins the rear gardens of the dwellings on Church Road.

Trees and woodland line the eastern, southern and western boundaries. The northern boundary consists of a post and wire fence, hedgerow and a small number of trees. The woodland belt of trees to the south and east of the site are protected by a Tree Preservation Order. To the north of the site is Manor Road, from which access is proposed. The site is in close proximity to the roundabout, which forms the junction with Church Road and the A3023, Church Road links the site to Mengham and Gable Head district centres, the main retail centre on the Island, which is located approximately 800m to the south. The A3023 is the main route to the mainland leading to a single road bridge onto and off the Island.

To the north of Manor Road are agricultural fields and associated buildings and a small number of detached properties. To the south east of the site is a mix of residential properties, lining Church Road, which are within the defined Urban Area. To the south of the site is a dense tree belt, beyond which is a mixture of agricultural land and The Oven Campsite. To the west of the site is woodland and beyond this is Manor Road. Further to the west more agricultural land and a small number of residential properties.

The application site is currently being development in accordance with the planning approval granted under application APP/17/0065. This development comprises the construction of a new Lidl retail food store with a gross internal ground floor area of 2,186 square metres (sq.m), which would have 1,340 sq. m. of retail sales floor space. The proposal includes further associated external works including customer car parking and a service area to allow for the delivery of goods to the store. The store has been positioned centrally within the site, with customer car parking to the north and east edges. The development is proposed to provide a total of 126 customer car parking spaces, with 10 being blue badge disabled, and 8 parent & child. These are located adjacent to the store entrance to provide easy access for users. A single new

vehicular entrance to Manor Road is proposed, designed to enable customers and HGV delivery vehicles to access the site. A pedestrian and cycle access is proposed from Manor Road in the north east corner of the site, with cycle parking provided at this point.

2 Planning History

APP/17/00656 - Erection of a discount foodstore with associated parking and landscaping and new vehicular and pedestrian accesses to Manor Road (Approved 08/03/2018). Request to Discharge Conditions 4, 5, 6, 8 and 18 (09/03/2018).Request to discharge condition No.3 (28.03.18)., PERM,08/03/2018

APP/18/00352 - Application for non material amendment to Planning Permission APP/17/00656 relating to location of cycle parking, PERM,24/05/2018

3 Proposal

The proposed signage proposals relate to:

- One 2.5m by 2.5m internally illuminated fascia sign on the northern elevation of the proposed store;
- One 1.95m by 1.95m internally illuminated fascia sign on the eastern elevation of the proposed store;
- Two double-sided site entrance signs both located off Manor Road in the proposed access; and
- One Totem Sign located in the north-eastern corner of the site, adjacent to the proposed pedestrian and cycle access to the store. The sign would have a height of 7.45 metres, width of 2.67 metres and maximum depth of 0.50 metres. The sign would have the Lidl logo on both sides of the upper section of the sign in the form of a thermoformed curved lighting box. The lower section would be finished with aluminium panels.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 require local planning authorities to exercise their powers under the Regulations in the interests of amenity and public safety, taking into account any material provisions of the development plan and any other relevant factors

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**

Development Engineer - 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: 26

Number of site notices: 1.

Statutory advertisement: Not applicable.

Number of representations received: 9

Comment	Officer Comment
I object to 3 illuminated signs. The store itself will be illuminated, the car park will be illuminated, it is not necessary to pollute the area even further. The one totem sign near the roundabout should be enough to announce the presence of the store, if it is dark the street lighting is perfectly adequate and car headlights are also adequate. Just because their other stores have all of these illuminated signs is no justification to ruin our area even more. This particular site is in a rural setting and that should be respected.	Addressed in section 7.1 (i)
Concerned that the development is already an out of place eyesore, is it necessary to have a totem sign (D) 26ft tall and 9ft wide, such a size, if at all? When seen driving south around the Mill Rythe bend, will not sign (B) virtually merge with (D)? So is sign (B) really necessary? This signage is more suitable for a motorway retail park than a residential	Addressed in section 7.1 (i)

area. Please reduce the signage size.	
Concerns raised about the permission of the Lidl store on the Island	This is not relevant to this application
This is a prominent site and sets the scene for visitors and residents alike. An illuminated sign is unacceptable as is any prominent sign advertising any business especially a food warehouse in such a location. Hayling will doubtless soon be dubbed Lidl Island and prominent signs will endorse this epithet. In the winter an illuminated sign will cause a distraction for drivers which adds to the danger for pedestrians - not to forget the school close by.	Addressed in section 7.1 (i)

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 As outlined in the proposal section this proposal includes a number of elements. The considerations with regard to the proposed 2 internally illuminated fascia signs on the northern and eastern elevations of the proposed store; and two double-sided site entrance signs both located off Manor Road in the proposed access will be assessed first.

7.3 The site is located outside the defined urban area of Hayling Island, and is located on one of the main highways on Hayling Island. As such it is a sensitive site, which currently has no commercial signage in the immediate area, other than highway directional signage, and is largely defined by residential properties, with the Oven Campsite located to the south west of the application site. It is acknowledged that signage is required to an extent in order to ensure the viability of that business. It is considered that the proposed fascia signs on the building and two directional signs at the entrance are an appropriate form of advertisements for the site. The internally illuminated signs on the proposed building are relatively subtle, and form part of the overall building designs. In terms of internal illumination, as part of the application for the store, lighting plans were submitted which took into account the proposed car

parking lighting and signage on the building. These plans indicated that lighting would be contained within the application site and would have a limited light spill into the countryside. As such it is considered that these elements of the proposal would not have an adverse effect on the visual amenity of the immediate locality. It is deemed that this element of the proposal, fcomplies with the requirements of policy DM21 of the HBLP (Allocations).

7.4 Totem sign

This application also proposes one Totem Sign located in the north-eastern corner of the site, adjacent to the proposed pedestrian and cycle access to the store. The sign would have a height of 7.45 metres, width of 2.67 metres and maximum depth of 0.50 metres. The sign would have the Lidl logo on both sides of the upper section of the sign in the form of a thermoformed curved lighting box. The lower section would be finished with aluminium panels.

- 7.5 The application site is located within Landscape Character Area 31 'Central Hayling Plain ' of the Havant Borough Townscape, Landscape and Seascape Character Assessment which describes the landscape as "... A predominantly flat landscape slightly mounded towards the central area. Centrally the drainage pattern exists of straight manmade ditches which align some hedgerows, while others sit within the open agricultural plain. To the east within the area covered by rough grassland, the drainage pattern is more organic in form, forming a fringe of short channels feeding into the harbour..." In terms of openness/enclosure, prominence, visibility and tranquillity there is a particular reference to " An open landscape with blocks of trees and shrub vegetation screening and concentrated around farmsteads allowing long views across adjacent areas of the open arable landscape " and "In areas adjacent the A3023, tranquillity is reduced due to the heavy volume of traffic and the open nature of the landscape", and these extracts are regarded as a key local issue for the landscape character area, where the strategy is to conserve and enhance local character.
- 7.6 The key visual impacts of the totem sign would be from Manor Road, which is directly adjacent to the northern boundary of the site, and from the roundabout at the junction of Manor Road and Church Road. This part of the character type is also influenced by the surrounding residential nature of Gable Head and Newtown, with its character being typical of the urban edge and managed landscape, which is devoid of any form of commercial signage of the size and scale of the proposed internally illuminated totem sign. Although lighting columns, and street signs provide many existing vertical elements in these views, they are essential infrastructure for this junction, and an expected feature of the street scene for this area. The proposed commercial totem sign is considered unacceptable with regard to visual amenity. The proposed scale, colour and internal illumination, with its associated brightness of this modern illuminated sign, would be a prominent and obtrusive addition to the street scene, it is considered inappropriate for an advertisement of this nature and scale in this location on the urban edge area, and is considered to cause unacceptable harm to the visual amenity of this area by virtue of its visual prominence.
- 7.7 The applicant has sought to justify the sign and internal illumination by the presence of existing street lighting. However the street lighting is an expected feature for these roads, and are directed and angled in such a fashion to reduce light spill, and are of relatively muted colours. This is compared to the proposed bright yellow and blue external materials, which would be out of keeping with the area and emphasises by the internal illumination. Furthermore anyone approaching the site westwards along

the A3023 would clearly be aware of the pedestrian and cycle access when the store and its signage (attached to the store) would come into view, and would clearly be identifiable as a Lidl Store. In these views the totem sign proposal would be in a prominent position separated from the store. The Local Planning Authority have not been provided with any compelling evidence to show that the proposed totem sign would be likely to enhance the viability of that business. Neither this, nor any other matters raised are sufficient to outweigh the considerations which have led to the conclusions on the main issues. For the reasons given above, it is considered the proposed totem sign is unacceptable.

- 7.4 It is noted that the applicant, following feedback from the Local Planning Authority, sought to address the concerns raised. However these amended plans did not fundamentally alter or address the issues outlined by the LPA, through the slight reduction in size. Furthermore these amended plans have not been subject to public consultation, and as such have not been considered as part of this application.

(ii) Highway safety

- 7.5 With regard to highway safety, the level of illumination proposed would be within the recommended levels contained in the Institute of Lighting Professionals guidance note 'The Brightness of Illuminated Advertisements' and is acceptable in this respect. The advertisement would not be positioned on the highway and as such would not impede pedestrian movement. It is considered that it would not result in an unacceptable additional level of distraction to motorists over-and-above the existing situation. In addition the Highway Authority do not object to this application.

(iii) Effect on residential amenity

- 7.5 There are residential properties to the south, however it is considered that the proposed adverts would have a limited and acceptable impact on the residential amenities of occupiers. It is recommended that, if advertisement consent were to be granted, a condition would be added to any planning consent to restrict the illumination of the signs to the hours that the unit is open.

8. Conclusion

- 8.1 Upon full assessment of the submitted material supporting the application, it is considered that the proposed totem sign would impact detrimentally upon visual amenity, but not upon highway safety. Therefore the objectives of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and relevant policies or the Council's Local Plan and have not been met and it is recommended that advertisement consent be refused for the totem sign.
- 8.2 The proposed fascia signs, and entrances signs would not have a significant adverse impact on visual amenity or highway safety and are considered acceptable.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **REFUSE ADVERTISEMENT CONSENT** for application APP/18/00457

(A)

(B) for the following reasons/subject to the following conditions

- 1 The proposed totem advertisement, by virtue of its size, design and level of illumination, would add an unacceptable level of clutter within the public realm and would have a significant adverse impact on the visual amenity of the area, by virtue of its visual prominence. The application is therefore contrary to policy DM21 of the Havant Borough Local Plan (Allocations) 2014.