
Site Address: 179 London Road, Waterloo, PO7 7RJ
Proposal: Display of 3No. internally illuminated Fascia signs, 4No. non-illuminated Fascia signs, 1No. internally illuminated Projecting sign, 4No. Vinyl, 3No. Dibond Panels, and 1No. illuminated Gantry sign.
Application Type: Advertisement
Application No: APP/24/00332
Applicant: Mr Horwood
Expiry Date: 18/06/2024
Agent: Tesco
Case Officer: Denise Sheath
Ward: Waterloo

Recommendation: **REFUSE ADVERTISEMENT CONSENT**

1 Site Description

The application site is located at the south-west corner of the junction of London Road with Rowlands Avenue and its current use is a Tesco express store with associated car parking to the rear. The locality is predominantly characterised by residential land use, although the Woodpecker public house is located at the north-west corner of the junction, and the Waterloo Baptist Church is to the south east, on the opposite side of London Road.

2 Planning History

02/59394/004 - New externally illuminated signs to front elevation; and refurbishment of existing swing sign. PERM - 18/06/2002

APP/11/01433 - Demolition of existing car showroom and workshop. Erection of two storey A1 food retail unit with associated car parking. PERM - 17/01/2012

APP/12/01072 - Application to determine whether prior approval is required for the method of demolition of existing single storey workshop and sales area and any proposed restoration of the site. PARP - 20/11/2012

APP/13/00151 - Discharge of Condition of 2, 3, 4, 5, 6 and 17 of Planning Permission APP/11/01433. PERM - 30/04/2013

APP/13/00612 - Discharge of Condition 7 of Planning Permission APP/11/01433. PERM - 14/08/2013

APP/13/00806 - Application for non-material changes to Planning Permission APP/11/01433 relating to changes to bin store; removal of centre first floor window; removal of low level planting and railings to north elevation; planters to east elevation amended; addition of steps between planters and door added at first floor west elevation to access external plant area. PERM - 12/09/2013

APP/13/00807 - Discharge of Condition 13 of Planning Permission APP/11/01433. PERM - 02/10/2013

APP/13/00844 - Display of 1No. illuminated freestanding gantry sign. PERM -

02/10/2013

APP/13/00845 - Display of 2No. illuminated fascia signs and 1No. illuminated projecting sign. PERM - 02/10/2013

APP/13/00846 - Installation of ATM. PERM - 22/10/2013

APP/13/00899 - Discharge of Condition 8 of Planning Permission APP/11/01433.
PERM - 11/09/2013

APP/14/00046 - Display of 2No. illuminated fascia signs, and 1No. illuminated projecting sign. (Revised application.) PERM - 13/03/2014

APP/14/00203 - Discharge of Condition No. 10 of Planning Permission APP/11/01433.
PERM - 09/04/2014

3 Proposal

Display of 3No. internally illuminated Fascia signs, 4No. non-illuminated Fascia signs, 1No. internally illuminated Projecting sign, 4No. Vinyl, 3No. Dibond Panels, and 1No. illuminated Gantry sign.

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

DM10 (Pollution)

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

Engineering/Drainage

No comments received

Environment Agency

No comments received

Hampshire Highways

I refer to the consultation on the above planning application and would make the following comments.

The proposed signs do not impact on the Extent of Highway and are not considered to offer an unacceptable direct or indirect distraction to users of the highway. The

Highway Authority would therefore recommend -

No objection subject to following condition:

The luminance of the proposed signs shall be no greater than 350 candela per square metre and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity.

Property Services Manager

No Comments received

Southern Gas Networks - stage 1

Please find an extract from our mains records for your proposed work area, any SGN assets are described in the map legend. On some occasions blank maps may be sent to you, this is due to your proposed work being in a no gas area but within our operational boundaries.

This mains record only shows the pipes owned by SGN in our role as a Licensed Gas Transporter (GT). Please note that privately owned gas pipes or pipes owned by other GTs may be present in this area and information regarding those pipes needs to be requested from the owners. If we know of any other pipes in the area we will note them on the plans as a shaded area and/or a series of x's.

The information shown on this plan is given without obligation or warranty and the accuracy cannot be guaranteed.

Service pipes, valves, siphons, stub connections etc. are not shown but their presence should be anticipated. Your attention is drawn to the information and disclaimer on these plans. The information included on the plan is only valid for 28 days.

On the mains record you may see the low/medium/intermediate pressure gas main near your site. There should be no mechanical excavations taking place above or within 0.5m of a low/medium pressure system or above or within 3.0m of an intermediate pressure system. You should, where required confirm the position using hand dug trial holes.

A colour copy of these plans and the gas safety advice booklet enclosed should be passed to the senior person on site in order to prevent damage to our plant and potential direct or consequential costs to your organisation.

Safe digging practices in accordance with HSE publication HSG47 "Avoiding Danger from Underground Services" must be used to verify and establish the actual position of the mains, pipes, services and other apparatus on site before any mechanical plant is used. It is your responsibility to ensure that this information is provided to all relevant people (direct labour or contractors) working for you on or near gas pipes.

It must be stressed that both direct and consequential damage to gas plant can be dangerous for your employees and the general public and repairs to any such damage will incur a charge to you or the organisation carrying out work on your behalf. Your works should be carried out in such a manner that we are able to gain access to our apparatus throughout the duration of your operations.

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: 7

Number of site notices: 1.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
The Gantry sign appears to be at an angle over their boundary line and therefore on the public footpath. It does not include the fact there is a car park at the rear which needs to be added traffic coming from the south is not made aware of a car park. The proposed car park sign on the front window will be blocked by the planting and people using the cash machine and standing outside the store which happens regularly. Also the new gantry will obstruct it's view another reason for adding it to the gantry signage! The signage on the west elevation currently has dark blue background and for residents in the road can still be very bright particularly if the timer doesn't turn it off when the store closes. I can only assume the white background of the proposed signage will be even brighter for those living closest.	Please see Section 7 of the report The proposed gantry signage is wholly within the curtilage of the site. See Section 7 of report. If proposed signage becomes a light pollution nuisance after the opening hours of the store Environmental Health should be contacted.

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 principle of the display of signs of this scale and general appearance has been established under previous planning approvals. The proposed signage attached to the premises which are to be illuminated would be illuminated at a suitable level and of an appropriate scale, siting, design and colour within the context of the building and this section of London Road, and the proposed attached signage are not considered to result in detriment to amenity or highway safety.

7.3 No.179 London Road was originally designed to blend in with the traditional residential character of the area. It is noted that a small amount of vinyl signage exists to the

frontage of the premises, the proposed vinyl signage would more than double the existing to the front windows of the premises facing onto London Road creating an overly commercial appearance detracting from the traditional character of the building and would be out of keeping within the predominately residential setting of the area. This element of the proposal is therefore considered to have a detrimental impact to the character and visual amenity of the streetscene.

- 7.4 The proposed Gantry sign would be located adjacent the corner with London Road and Rowlands Avenue. There are some advertisement signs in the nearby proximity, however, they are of a more modest scale and visibility. The proposed Gantry sign would have a height of 3.35m with a width of 1.45m. Due to its prominent location on the corner, size, height and illuminance, the Gantry sign is considered to be out of character with the adjacent area and to have a harmful impact upon the character and visual amenity of the streetscene and would therefore be contrary to Policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and policy DM21 of the Havant Borough Publication Local Plan (Allocations) and the National Planning Policy Framework.

(ii) Highway safety

- 7.5 It is not considered that any element of the scheme would create an unacceptable level of distraction to users of the adjacent highway. A condition has been recommended should planning approval be granted to ensure the intensity of illumination does not exceed 350 candelas per m2 in the interests of Highway Safety.

(iii) Effect on residential amenity

- 7.6 A concern has been raised from a property in Rowlands Avenue which is located west of the application site. They are concerned that light pollution from the proposed signage would be too bright. It is noted that Rowlands Avenue already receives light pollution from the existing signage at the site and that the proposal would not worsen this impact. Rowlands Avenue contains several streetlights. The light emitting from these would contribute significantly to any additional light pollution to these residential properties within Rowlands Avenue.
- 7.7 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. It is considered that the illumination levels proposed would be appropriate to the location of the property and would be restricted by condition in respect of luminance and hours of operation if planning approval is granted.

8. Conclusion

- 8.1 The proposed gantry sign is considered to have a harmful impact upon the character and visual amenity of the streetscene and therefore the application has been recommended for refusal.

9 RECOMMENDATION:

That the Head of Place be authorised to **REFUSE ADVERTISEMENT CONSENT** for application APP/24/00332 subject to the following conditions

- 1 The proposed vinyl signage to the front windows of the premises facing onto London Road would detract from the traditional character of the building and would be out of keeping within the predominately residential setting of the area creating a stand out commercial appearance in an otherwise predominately residential setting having a detrimental impact upon the character and visual amenity of the streetscene. The proposed Vinyl signage is therefore contrary to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, policy DM21 of the Havant Borough Publication Local Plan (Allocations) and the National Planning Policy Framework.
- 2 The proposed Gantry sign, by reason of its excessive size and height above ground, would be an unduly obtrusive feature that would be out of character with the established streetscene to the detriment of the visual amenities of the locality. It is therefore contrary to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, policy DM21 of the Havant Borough Publication Local Plan (Allocations) and the National Planning Policy Framework.