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|-------------------|------------------------------------------------------------------------------------------|---------------|---------------|
| Site Address:     | Farmfoods 31A-33A London Road, Cowplain,<br>Waterlooville, PO8 8DF                       |               |               |
| Proposal:         | Display of 5No. internally illuminated fascia signs and 1No. illuminated projection sign |               |               |
| Application Type: | Advertisement                                                                            |               |               |
| Application No:   | APP/23/01026                                                                             | Expiry Date:  | 19/04/2024    |
| Applicant:        | Harrison                                                                                 |               |               |
| Agent:            | Miss Boyce<br>Greens the Signmakers<br>Limited                                           | Case Officer: | Denise Sheath |
| Ward:             | Hart Plain                                                                               |               |               |

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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## **1 Site Description**

- 1.1 The application site consists of a large retail unit with a shop front onto London Road, Cowplain. The unit is located within the Cowplain District Centre within a zone designated as Primary frontage within the Havant Borough District Wide Local Plan. The shopfront consists of an entrance point with automatic doors and shop front windows. The entrance point is sheltered by an overhead canopy.
- 1.2 A further entrance point exists at the rear of the building, with a car park beyond. The rear elevation is made up of several service doors and a large three storey section thought to be a lift tower. A sign exists on the rear facing elevation of the tower and further sign above the rear entrance.
- 1.3 The building is two storey forming a terrace of shop fronts.

## **2 Planning History**

90/51381/003 - Installation of a mobile canopy. PERM - 3/05/1990  
02/51381/015 - Retrospective advertisement application for a freestanding, double sided internally illuminated display unit to front of Lidl store. PERM - 22/01/2003  
02/51381/014 - Advertisement application for display of internally illuminated 5m high pole sign fronting London Road. REF - 02/04/2002  
01/51381/013 - Advertisement application for 1 no. internally illuminated 5m high pole sign located outside Lidl store fronting London Road and 1 no. fascia sign (also internally illuminated) on rear elevation measuring 1950mm x 1950mm. SPL - 08/11/2001  
00/51381/012 - Internally illuminated fascia signs to east (1 no.) and west (2 no.) elevations. PERM - 12/03/2001  
00/51381/011 - Alterations to front entrance to provide gable feature. Alterations to rear elevation incorporating new gable feature and enclosed delivery area with roller shutters, and associated fenestrational changes. Relocation of fire escape staircase from north west to north east elevation. PERM - 07/03/2001  
95/51381/009 - Internally illuminated fascia signs on front and rear elevations of shop. PERM - 09/03/1995  
92/51381/005 - Single storey rear extension to form new lobby. PERM - 02/06/1992

93/51381/006 - Installation of a standby automatic generator and associated compound to rear of premises. PERM - 23/03/1993  
APP/10/00143 - Display of 1No. internally illuminated projecting sign. PERM - 07/07/2010  
APP/11/00017 - Changes to elevations including replacement glazed doors, replacement flat panel alucobond cladding, white render walls and grey render plinths and columns. New block paving to front and rear customer walkways. PERM - 02/03/2011  
APP/11/00931 - Display of 2No. replacement illuminated fascia signs. PERM - 07/06/2011

### **3 Proposal**

Display of 5No. internally illuminated fascia signs; 1No. illuminated projection sign; 1No. Totem 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

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**

#### **Hampshire Highways**

The signage has been provided the message is simple enough and the proposed level of illuminance is acceptable in this location so as not to be a distraction to drivers.

Therefore I confirm the Highway Authority have no objection subject to the following condition :-

The level of illuminance shall not exceed 350 cd/square metre at any time.

### **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: 10

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

7.3 The new replacement signage is in context to the immediate retail vicinity within an area which is already well illuminated and is therefore judged it would not have an adverse impact on the visual amenity of the immediate locality. It is considered the proposal meets the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 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 to ensure the intensity of illumination does not exceed 350 candelas per m2 in the interests of Highway Safety.

(iii) Effect on residential amenity

7.5 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. The illumination levels proposed would be appropriate to the retail location of the property and would be restricted by condition in respect of luminance and hours of operation.

## **8. Conclusion**

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

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## 9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/01026 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:

Application Form - Received 22 February 2024

Location Plan - Received 22 February 2024

Drawing Pack - Drawing No. 01 FARMFOODS COWPLAIN EXT 79735 REV 00 - Received 22 February 2024

**Reason:** To ensure provision of a satisfactory development.

- 3 The intensity of illumination shall not exceed 350 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) 2014 and the National Planning Policy Framework.

- 4 The signage hereby permitted shall only be illuminated during the hours that the business is open to the public.

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