
Site Address:	8 Purbrook Chase Precinct, Waterloooville		
Proposal:	Replace 1No vinyl window graphics with new.		
Application No:	APP/21/01001	Expiry Date:	22/10/2021
Applicant:	Mr Pope Southern Co-op		
Agent:	Mr J George Key2 Plastics Ltd	Case Officer:	Paige Harvey
Ward:	Purbrook		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

This application site is a co-operative convenience store located in Purbrook. It is part of a precinct serving the surrounding residential area. The precinct is made up of two, three storey blocks where the ground floors are retail units and the upper floors are flats. The buildings are of flat roofed design with a projecting canopy between the ground and first floor.

2 Planning History

94/55275/001 - Retention of security shutters., PERM,07/09/1994

05/55275/004 - Retention of 1m satellite dish installed for connection to ATM., PERM,14/07/2005

APP/11/00248 - Display of 4No. externally illuminated fascia signs, 2No. internally illuminated projecting signs, 2No. non-illuminated projecting signs and 6No. external framed graphics panels., PERM,27/04/2011

3 Proposal

Replace 1No vinyl window graphics with new.

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)
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

Councillor Gary Hughes

No comment

Councillor Husky Patel

No comment

Councillor Ms C Howard - Purbrook Ward

No comment

Hampshire Highways

Due to the scale of the proposal and that there is no change to the vehicular access, Highway Authority will not provide details comments on this planning 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: 11

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 application site forms part of a retail precinct and as such the proposed advertisements would be viewed in context with surrounding advertisements, in a location where advertisements are reasonably expected to be displayed. The proposed vinyl window graphics are a replacement so advertisement has been situated at this application site for some time with no adverse effects.
- 7.3 It is considered the proposal will 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 The Highway Authority were consulted on this application and they have no comments due to there being no change in the vehicular access. The proposed vinyl is not illuminated and is a replacement of advertisement already in place so the proposed vinyl window graphics should have no adverse effects on the highway safety.

(iii) Effect on residential amenity

- 7.5 The proposed advertisement is within close proximity to residential units with flats above, however they are non-illuminated window graphics and are replacing existing window graphics so they would have no effect on the residential amenity.

8. Conclusion

- 8.1 The proposed sign is 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/21/01001 subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

001-K2P51841 Rev A Proposed Graphics
001-K2P51841 Rev A Location and Block Plan

Reason: To ensure provision of a satisfactory development.