

Recommendation: **GRANT ADVERTISEMENT CONSENT**

93/55340/013 - Erection of Retail Warehouse extension (1600m2 gross floor space) at Western end of exis building,together with mods to existing car parking provisions & landscaping., PERM,

90/55340/000 - Formation of new doors on north elevation. Widening of service road and creation of lay-by's to north of existing building, PERM,11/10/1990

91/55340/001 - Implement minor alts to exist elevs, extend exist eastern service yard & ext garden ctr, provision of canopy w/in that garden ctr & add'l car parking spcs tog w/ancill landscapi, PERM,

91/55340/002 - Internally illuminated signs and non-illuminated signs on west, south and east elevations of existing building, REF,

92/55340/010 - Non-illuminated product panels on southern elevation., REF,

92/55340/004 - Freestanding non-illuminated sign fronting Purbrook Way, REF,

92/55340/006 - Service yard storage canopy, PERM,

92/55340/008 - Non-illuminated free standing sign at site entrance, DELG,

92/55340/009 - Internally illuminated signs on south elevation of building and non-illuminated signs on west elevation, PERM,

03/55340/022 - Felling of 4 Scots Pine Trees (T2, T3, T4 & T5) of TPO 1216., REF,19/05/2003

04/55340/023 - Variation of condition 15 of consent 95/ 55340/ 015 to enable storage of goods/structures within the revised garden centre of up to 4.8m above ground level (in lieu of the 3m height limit originally approved)., PERM,04/11/2004

04/55340/024 - Demolition of canopy and construction of greenhouse and fabric canopy within external garden centre., PERM,04/11/2004

04/55340/025 - Alterations to existing building to include new entrance feature, new exit lobby, interconnecting canopy and over-cladding to south elevation.,PERM,04/11/2004

05/55340/027 - Erection of a 473 square metre greenhouse extension to the east elevation., PERM,25/01/2006

05/55340/028 - Display of a number of static, internally illuminated shop fascia signs on both the south and west elevations., WD,30/11/2005

05/55340/029 - Display of non-illuminated freestanding totem pole sign at junction of site entrance and Purbrook Way., NFA,02/11/2012

05/55340/030 - Display of a number of static, internally illuminated and non-illuminated shop fascia signs to south and west elevations., PERM,02/02/2006

05/55340/031 - Display of non-illuminated totem sign (height 3m) at junction with Purbrook Way., PERM,06/02/2006

APP/10/00500 - Retrospective application for internal mezzanine floor measuring 328 sq m, to be used for storage purposes only., PERM,03/11/2010

96/57759/001 - Outline application for erection of new retail warehouse (1150m2 gross) with associated parking landscaping and access from Purbrook Way, WD,03/12/1996

APP/16/00896 - Display of 3No. non-illuminated fascia signs, 2No. illuminated totem signs and 15No. other sign sets. , PERM,20/10/2016

APP/18/01180 - Cut back 4 overhanging branches from the neighbouring boundary 1No. Pine, removal of dead wood from 1No. Oak. Subject to TPO 0955 within G1., PERM,21/12/2018

APP/20/00129 - Fell group of 8No Ash (marked G668), small group of Willow (marked G669), 2No Ash and 1No Willow (marked G670); 1 No. Ash (marked 671); all within W1 of TPO 1164. Fell group of roadside Ash coppice (marked G674); within A1 of TPO 0955. Fell group of roadside Ash (marked G676), 2No Silver Birch (marked G677), 1No Silver Birch (marked 684); reduce secondary leader of 1No Oak back to boundary (marked 683); within W1 of TPO 1234. All work as described in the tree survey schedule submitted with the application., PERM,17/04/2020

APP/20/01221 - Erection of retail foodstore with associated car parking, access, landscaping and engineering works., DEL,

3 Proposal

Display of 1 off Aluminium Shop "Day and Night at DIY.com" sign; 8 off each Entrance/Exit No Entry/No Exit vinyl door signs; 16 off Automatic Door Keep Clear vinyl door signs; 1 off replacement skin only to Illuminated Trade Point sign; 1 off aluminium Damage Liability sign and various Window Glazing Vinyls for Garden Centre.

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**

Arboriculturalist, Havant Borough Council

This will have very little/no impact on trees therefore no objection.

Councillor Pamela Crellin - Barncroft

No comment

Councillor Yvonne Weeks - Barncroft

No comment

Hampshire Highways

Thank you for consulting the Highway Authority on the above planning application.

Due to the scale of the proposal and that there is no change to the vehicular access, HCC's standing advice should be referred to in the first instance. As a result, the Highway Authority will not provide detailed comments on this planning application. For more information on standing advice please use the following link:

www.hants.gov.uk/transport/developers/consultation

Southern Gas Network

No comments received

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: 8

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received	

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) Trees

(i) Visual amenity

- 7.2 This proposal comprises various signage to the B and Q superstore and surrounding site :

Sign 001 - 'shop day or night ' fascia sign located above the entrance to the B&Q store entrance 5.7 metres x 0.8 metres in dark grey aluminium panelling and orange and white font.

Sign 002- Entrance and exit signs to be applied to the doorways

Sign 003- Automatic door sign to be applied to the doors

Sign 004 - External 'Trade Point' sign to be displayed in black and yellow - 4 metres x 1.6 metres this would replace existing. The Trade Point siting is towards the west of the building.

Sign 005- Damage to property signs located on the external wall of the store- these would replace existing

Sign 006- Disabled parking space sign to be attached to lamp posts x 6 located towards the front of the store

Sign 007- Parent and child parking signs to be installed to lamp posts x 2 located towards the front of the store

Sign 008- 'Replacement see you again soon' sign and 'customer car park sign' 2 metres x 70 cms

Sign 009 - Customer car park sign same as 008 sited at the entrance to the site from the roundabout.

Sign 010 - Glazed panels to directly replace existing sited towards the east end of the front facade .

Sign 012- Replacement B&Q totem welcome sign featuring amended Trade Point logo , alterations to both sides located adjacent to main road.

Sign 013- Replacement welcome sign 2.8 x 1.4 metres to be located adjacent to the roundabout

The two totem signs and trade point sign would be internally illuminated at 300/cd/m2.

- 7.3 The majority of the proposed signage would replace existing with many of the signs being small in scale and located to the shop frontage offering direction to visiting customers of the B&Q store. The larger totem signs would not be any larger than the existing signs as approved under APP/16/00896 and therefore are considered to be acceptable. It is considered the proposal would 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 Highways Authority have been consulted on this application and have no objection to the proposal.

(iii) Effect on residential amenity

- 7.5 There are no residential properties within close proximity to the siting of the proposed signage. The welcome sign adjacent to the road would replace existing and therefore is not considered to impact the business centre on the opposite side of Purbrook Way . The proposal is not deemed to have an adverse impact on development in the surrounding area, meeting the requirements of policy CS16 of the HBLP (Core Strategy).

(iv) Trees

- 7.6 The tree would be cut back to reduce the screening of the totem sign on the edge of Purbrook Way (sign 12). Havant's Arboricultural Officer has been consulted in this regard and has not upheld any objection to the proposal.

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 Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/01328 subject to the following conditions

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

Location plan Rev A uploaded on the 15.12.2021
Signage details Rev A uploaded on the 10.12.2021
Application form uploaded on the 12.01.2021

Reason: To ensure provision of a satisfactory development.

- 2 The illumination of the consented illuminated sign(s) shall be no greater than 300 cd/m²

Reason: In the interests of highway safety/amenity and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.