
Site Address:	B & Q Plc, Purbrook Way, Havant, PO9 3QJ		
Proposal:	Display of 3No. non-illuminated fascia signs, 2No. illuminated totem signs and 15No. other sign sets.		
Application No:	APP/16/00896	Expiry Date:	20/10/2016
Applicant:	B&Q		
	B&Q Plc		
Agent:	Ms Sealey	Case Officer:	Rachael McMurray
	Image Technique Ltd		
Ward:	Barncroft		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is located off Purbrook Way, east of the A3(m). It comprises a B & Q Superstore accessed from Purbrook Way. The store includes its own car park and serving area to the rear. Advertisement signage is located at the junction to the site and further directional signs are also located throughout the site.

2 Planning History

02/55340/021 - Erection of sprinkler tank and associated pumphouse at rear of existing garden centre., PERM,21/04/2004
 00/55340/020 - Erection of canopy over existing service yard., NFA,02/11/2012
 00/55340/019 - Erection of 3.6m high fenced enclosure to provide service yard extension, WD,10/02/2003
 98/55340/018 - Internally illuminated fascia sign to southern elevation and non illuminated box sign to west elevation, PERM,15/10/1998
 97/55340/016 - To use service yard and staff car park for display and storage of goods, DEL,
 97/55340/017 - Internally illuminated fascia signs to south, east and west elevations and internally illuminated box sign to west elevation, REF,06/03/1998
 95/55340/014 - Replacement non-illuminated B&Q sign on west elevation & replacement non-illuminated B&Q Warehouse sign & revised internally illuminated Opening Hours signage on south elev, PERM,
 95/55340/015 - The erection of retail warehouse extension (2060m2) to the western end of the existing retail warehouse and ancillary canopies at front and rear together with revisions to the existing garden centre, car park and service areas and landscaping, S106,05/03/1998
 93/55340/011 - Erection of retail warehouse (1200 M2 gross floorspace) abutting western end of exist building,tog with mods to existing car parking provision and landscaping., WD,13/02/1995
 93/55340/012 - Erection of retail warehouse extension(1200m2 gross floor- space) at W end of existing building, tog with mods to existing car parking provision and landscaping. WD,10/02/1995
 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,
 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 - Free standing 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 buildin 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
 04/55340/026 - Variation to outline consent in respect of fenestration and trade exit canopy and relief from conditions 8,9 & 10 of outline consent., UNK,
 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
 GEN/10/00635 - No details of enquiry., UNK,
 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
 GEN/13/00841 - Proposed erection of small hotel., , 24/10/2013
 GEN/14/00559 - Planning History of site., , 03/06/2014 16:14:42

3 Proposal

Display of 3No. non-illuminated fascia signs, 2No. illuminated totem signs and 15No. other sign sets.

4 Policy Considerations

National Planning Policy Framework

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

Development Engineer:
No objections

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: 0

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

(i) Visual amenity .

The proposed signs would be a replacement of existing signage on the site due to an update in the branding of the company. The majority of the signs would be identical in scale other than the sign at the entrance to the site on Purbrook Way. This would be replaced by a taller, illuminated totem pole sign. Also the sign on the frontage of the building would be larger than the existing. Overall it is considered that the proposed signage would not have an adverse impact on the character of the site.

(ii) Highway Safety

The Council's Highways Engineer has been consulted and has not raised any objections to the proposed signage in terms of highway safety.

8 **Conclusion**

The proposed signs are 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/16/00896 subject to the following conditions:

- 1 (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

(b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
(c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 3 The intensity of illumination on signs which are to be illuminated shall not exceed 300 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 Publication Local

Plan (Allocations).

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

Site plan - P1

Planning Statement

Existing and proposed visuals - DN:

B&Q\2016\Havant\Havant_proposalscheme - Rev D

Site Plan for proposed signage and sign details - DN:

B&Q\2016\Havant\Havant_proposalscheme - Rev D

Elevations proposed - DN: B&Q\2016\Havant\Havant_proposalscheme - Rev D

Reason: - To ensure provision of a satisfactory development.