
Site Address: 31 London Road, Purbrook, Waterlooville, PO7 5LG
Proposal: Display of 3No. externally illuminated fascia signs; 1No. externally illuminated ATM fascia sign; 3No. vinyl window signs; 1No. externally illuminated post mounted sign and 1No. non illuminated panel sign.
Application No: APP/16/00794 Expiry Date: 28/09/2016
Applicant: The Southern Co-operative Ltd
Agent: Mr Holmes Case Officer: Emma Chisnall
 Chapman Lily Planning Ltd
Ward: Purbrook

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

31 London Road is an A1 use co-operative supermarket store which occupies a large plot on sloped ground from north to south. The store is surrounded by residential development to the south, east and west and to the north is an area of open space containing trees in close proximity to the shared curtilage boundary. The store is a detached two storey development which is constructed of brown brick walls with a hipped roof of concrete tiles and two wide single dormers within the front roof elevation. No 32 has a large amenity space to the front and side which is hard-surfaced for the provision of parking multiple cars.

Advertisement signs are already present to the front, side and entrance of the store and the application seeks to regularise the ones that have been replaced some of which are illuminated. The application also includes the installation of a new projecting PayPoint sign above the ATM to the side of the store.

2 Planning History

APP/14/00787 - Discharge of Condition No. 3 of Planning Permission APP/14/00340., PERM,19/09/2014

3 Proposal

Display of 3No. externally illuminated fascia signs; 1No. externally illuminated ATM fascia sign; 3No. vinyl window signs; 1No. externally illuminated post mounted sign and 1No. non illuminated panel sign.

The proposed signs have already been installed on the store and the application seeks to regularise the development.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
CS4 (
DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

- AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL3 (Town, District and Local Centres)

Havant Borough Design Guide Dec 2011

Outdoor Advertisements and Signs: a Guide for Advertisers June 2007

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways Comment:
No adverse comment in regards to the 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: 27

Number of site notices: 0

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) Principle of development
- (ii) Impact upon the character of the area
- (iii) Impact upon residential amenity

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria. In principle the proposed advertisements are considered acceptable subject to planning conditions and advert regulations.

(ii) Impact upon the character of the area

Although No 31 is located within a residential area information has been submitted that shows that the previous use of the building as a 'My Local' store had illuminated

trough signs in place to the front and side of the building. Due to this previous use it is considered that the proposed new illuminated signs (which are to be illuminated in the same way) for the co-operative supermarket should not look significantly out of place nor detract substantial character from the existing streetscene.

The signs proposed are considered to be of a good design and in proportion to the store itself. The position of the signs along the front and side of the store are fairly typical of other store sign placement/advertisement so it is not felt that they would appear over-bearing or dominant on the streetscene. The works will replace existing signs to the same size and position so the changes proposed are considered to not impact the visual amenity significantly and can therefore be considered acceptable.

(iii) Impact upon residential amenity

It is considered that the proposed advertisement development at No 31 London Road should not cause a negative impact to the neighbouring dwellings amenity. The store itself is set back in its plot and is surrounded by parking spaces creating distance between itself, the road and the residential dwellings to the east of 15m which is considered to be an acceptable distance to reduce the potential impact caused. The illumination levels proposed are considered to be of a moderate strength and the method of trough lighting is considered to be an acceptable form of lighting which is visually less obtrusive when compared to others. The illumination level is proposed to be 270 candelas per m2 which is considered to not cause significant harm and this will be conditioned with the decision to ensure the illumination levels are maintained and are only active during store opening hours.

The signs proposed to the side, the ATM and the hanging sign are considered to maintain amenity levels between the store and neighbouring dwellings due to the distance between the developments and the screening in place which is high level fencing and a boundary wall approximately 1.8m high. The hanging and projecting PayPoint sign will be noticeable but this is considered to be an acceptable level of advertisement for the store and due to their small size should not impact the amenity levels of the developments surrounding the site.

8 Conclusion

The works proposed to the co-operative store would ensure that there is no additional loss of amenity to the immediate neighbours nor a negative impact on the character of the area from the proposed replacement signs, externally illuminated fascia signs and the PayPoint Projecting Sign. Therefore the proposal is considered to accord with the requirements of adopted Core Strategy policies CS16, DM10 and policy DM21 of the Allocations Plan and can be considered acceptable for approval.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00794 subject to the following conditions:-

- 1 The intensity of illumination shall not exceed 270 candelas per m2.
Reason: In the interests of the amenities of the area, highway safety and having due regard to policies CS16 and DM21 of the Havant Borough Local Plan Core Strategy 2011, the Havant Borough Local Plan (Allocations) 2014 and the NPPF.

- 2 The illuminated sign hereby granted Advertisement Consent shall only be illuminated during store opening hours.

Reason: In the interests of the character and visual amenities of the area and having due regard to policies CS16 of Havant Borough Local Plan Core Strategy 2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014 and the NPPF.

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

Site and Location Plan: Drawing No 635/101
Existing Photographs: Drawing No 001-NPB-101 Rev C
Front Elevations Plan: Drawing No 001-NPB-102 Rev C
Side Elevations Plan: Drawing No 001-NPB-103 Rev C
Totem Sign Plan: Drawing No 001-NPB-104 Rev C
Paypoint Projecting Sign Plan: Drawing No 001-NPB-105 Rev C
Signage Specifications Plan: Drawing No 001-NPB-106 Rev C
Directory Sign Plan: Drawing No 001-NPB-107 Rev C
Window Graphics Plan: Drawing No 001-NPB-108 Rev C
Window Graphics Plan: Drawing No 001-NPB-109 Rev C

Reason: - To ensure provision of a satisfactory development.