
Site Address: Wickes Building Supplies Ltd, Rockville Drive,
Waterlooville, PO7 7HR

Proposal: Display of 1No. replacement internally illuminated box sign; 2No. sets of non illuminated individual letters; 1No. non illuminated aluminium pan; 1No. existing internally illuminated sign box to have replacement flexible skin; replacement panels to existing non illuminated double sided free standing sign and replacement skins to existing internally illuminated double sided free standing sign.

Application No: APP/16/01029 Expiry Date: 02/12/2016

Applicant: Perkins
Travis Perkins Plc

Agent: Sandy Walker Case Officer: Tina Pickup
Greens the Signmakers
Limited

Ward: Waterloo

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site relates to a substantial retail building, the majority of which is Wickes with the southern most section being Topps Tiles. The site is located off Rockville Drive, on the southern side, in a mixed use area. The building is located at the western side of the site with car parking in the remainder. Residential properties back onto the site to the east, west and south. The land slopes up to the east such that the car park slopes up and the dwellings at this end of the site are at a much higher level. There is a substantial tree at the higher level to the east and the sites boundary includes retaining walls (which have suffered from subsidence and in need of repair).

The building itself is also in need of some maintenance and this advert application is accompanied by planning application APP/16/01135 for a new trolley park, windows, cladding etc. The existing signage at the site is of Wickes old style logo.

2 Planning History

00/50782/023 - Non-illuminated and internally illuminated fascia signs to north east and north west elevation. 2 non-illuminated freestanding pole signs and internally illuminated totem sign (revised application), WD,01/02/2001

00/50782/021 - Non-illuminated and internally illuminated fascia signs to north east and north west elevations. 2 non-illuminated freestanding pole signs and internally illuminated totem sign., REF,01/09/2000 and Appeal part allowed/part dismissed 12/3/2001

96/50782/020 - Renewal of planning consent ref no 95/50782/18, dated 11th May 1995, to allow the store to continue to trade between the hours of 7.00am-9.00pm, Monday to Saturday, PERM,18/07/1996

95/50782/016 - Retention of existing external storage area; extension of concrete hard standing for storage and erection of 3m high palisade fence and gates.
PERM,09/03/1995

95/50782/018 - Application for Variation of Condition 16 of Permission 29640/7 to

allow the store to open between the hours of 7.00am-9.00pm Monday to Saturday, PERM,11/05/1995

94/50782/015 - Extension of concrete surfaced compound area at the rear of the premises incorporating a new fire escape route and 3m fence., WD,23/11/1994

92/50782/010 - Externally illuminated fascia signs to front and western side of building and non - illuminated totem sign., PERM,25/02/1993

92/50782/007 - Externally illuminated fascia sign to front and side elevations and internally illuminated free standing entrance/exit signs., WD,23/11/1992

92/50782/008 - External alterations to N.East and N.West elevations and alterations to parking area to enable sub-division into two units., PERM,26/11/1992

93/50782/013 - Proposed external canopy and entrance lobby., PERM,

03/50782/024 - Construction of a 2m high brick wall with timber gates to the north of the premises and the creation of a additional storage area within the existing compound., PERM,01/09/2003

APP/16/01135 - New Showroom Window. New Covered Trolley Park. Colour change of window frames, cladding, rain-water-pipes, security bollards, canopies and handrails from blue to grey (RAL:5008)., DEL,

3 Proposal

Display of 1No. replacement internally illuminated box sign; 2No. sets of non illuminated individual letters; 1No. non illuminated aluminium pan; 1No. existing internally illuminated sign box to have replacement flexible skin; replacement panels to existing non illuminated double sided free standing sign and replacement skins to existing internally illuminated double sided free standing sign.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16	(High Quality Design)
CS2	(Employment)
CS6	(Regeneration of the Borough)

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)
AL2	(Urban Area Boundaries and Undeveloped Gaps between Settlements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - no adverse comment; The old sign that was refused and dismissed at appeal had a lot more wording and the hours were squeezed into the bottom of the sign almost as an after thought. Current Sign 6 on application 16/01029 is no worse than a petrol filling station which can be assimilated at a glance. I don't think we would be able to justify a refusal on highway safety.

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: 40

Number of site notices: At least one site notice exists - 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary:

Comment:

7 **Planning Considerations**

- 7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan and any material considerations.

(i) Amenity & Public Safety

- 7.2 There are 6 different signs proposed, many of which are replacements for existing ones. Their impact on amenity and public safety is summarised as follows:

Sign 1 - This is the main fascia sign above entrance on the east elevation - it is proposed to replace the existing internally illuminated box sign with a new sign to be 3.3m high x 5.79m wide x 0.18m deep. This would have a blue background with white edging and lettering. The white edging and letters are to be internally illuminated (static) at a level of 160 cd/m. This sign is taller but narrower than the existing with less area of illumination. This is sufficiently distanced from the adjacent residents to not cause any loss of amenity from the illumination levels and would not affect public safety.

Signs 2 a and 2b - These are additional signs on the front facade, either side of sign 1, to be individually applied white non illuminated letters. These could be considered as additional signs, resulting in clutter (the previous appeal dismissed 6 separate internally illuminated signs on this facade as clutter) - however these 2 proposed signs are considered appropriate in scale to the host building and are unfussy in their simplicity, complimenting sign 1 and are non-illuminated. No amenity or public safety objection to these 2 signs.

Sign 3 - A replacement non-illuminated 'Welcome' sign above the entrance canopy and the existing 2 'Exit' signs are shown for removal, reducing the number and clutter of signs. No amenity or public safety objection to this sign.

Sign 4 - The existing internally illuminated box sign on the north elevation is shown as

having a replacement flexible skin ie it would be the same dimension but display the updated logo. It would continue to be internally illuminated (static) at a level of 160 cd/m. This is positioned adjacent a larger Topps Tiles Sign and faces the more commercial road frontage of Rockville Drive and is considered visually appropriate. It is not considered a highway distraction and accordingly no amenity or public safety objection.

Sign 5 - This is a replacement double sided directional sign at the entrance to the car park, located within the landscaped strip running parallel to Rockville Drive pavement. It is non-illuminated and a simpler version of existing - no objection on amenity or highway safety grounds.

Sign 6 - This is an existing internally illuminated totem sign located at the north-western corner of the site, on Rockville Drive adjacent the delivery yard. The proposal is to reskin the existing sign with updated logo and information. The previous appeal dismissed a totem pole in this location due to the then proposed excessive information and small text that made the information difficult to assimilate at a glance and therefore represented a highway distraction. The current proposal, whilst more information is being provided with the opening hours, this is still considerably less than previous and at an appropriate size and clarity to clearly read quickly whilst driving. The highway engineer has pointed out that the information is no different to a petrol filling station sign. The illumination would be static at 160 cd/m and the proposal is therefore considered acceptable in terms of both amenity and highway safety issues.

8 Conclusion

The proposed signage is considered to be appropriate to the site and its context, compliant with relevant policy, and would not have any detrimental effect on either amenity or public safety and is accordingly recommended for advertisement consent. The signs previously allowed on appeal were conditioned by the Inspector to have a maximum luminance level but there was no condition limiting the hours of illumination. Given that the submitted details clearly specify 160 cd/m for the luminance then the standard approved plans condition would enable enforceability of this, and it would be inappropriate to now limit the hours of illumination.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/01029

(A)

(B) subject to the following conditions

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

1:1250 Site location plan received 19/10/2016
Existing & Proposed Signs 1, 2a, 2b and 3 DWG No WICKES103 Rev 03
Existing & Proposed Sign 4 DWG No WICKES103 Rev 00

Existing & Proposed Sign 5 DWG No WICKES103 Rev 00
Existing & Proposed Sign 6 DWG No WICKES103 Rev 00
Map Layout Plan DWG No WICKES103 Rev 01

Reason: - To ensure provision of a satisfactory development.