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|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------|
| Site Address:   | 610 Southleigh Road, Emsworth, PO10 7TA                                                                                                                                                              |               |                 |
| Proposal:       | Display of 1No. internally illuminated fascia with logo (sign A), 2No. non-illuminated fascia signs (signs E and F); 1No. non-illuminated double sided freestanding sign to front forecourt (sign C) |               |                 |
| Application No: | APP/16/00730                                                                                                                                                                                         | Expiry Date:  | 12/09/2016      |
| Applicant:      | Food Programme Delivery<br>Orchid Group                                                                                                                                                              |               |                 |
| Agent:          | Miss Rozanska<br>Futurama Signs                                                                                                                                                                      | Case Officer: | Daphney Haywood |
| Ward:           | Emsworth                                                                                                                                                                                             |               |                 |

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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## **1 Site Description**

The application site comprises a ground floor convenience shop with ancillary storage located on the south side of Southleigh Road some 5 properties along from the cricket ground. The surrounding properties are in residential use and the area is primarily residential in character. There are a number of existing signs including illuminated fascia and projecting signs. The property is currently vacant.

## **2 Planning History**

98/59906/001 - Alterations and change of use of part of ground floor to provide for enlargement

and refurbishment of existing shop with new bay window and conversion of first floor accommodation to one bedroom self contained flat, with new (enclosed) staircase access at rear and additional windows., PERM,14/10/1998

95/59906/000 - Retention of wall mounted satellite dish on southern elevation., PERM,20/04/1995

03/59906/002 - Retention of single storey side extension (west elevation)., PERM,07/11/2003

APP/10/00096 - Erection of 1No. 3 bed bungalow with detached garage utilising access from Southleigh Road. , PERM,18/08/2011 09:20:52

APP/10/00706 - Discharge of Condition No/s 2, 3, 4, 5, 9, 13, 14, 15 and 16 of Planning Permission APP/10/00096., PERM,12/01/2011

GEN/11/01094 - Complaint Letter., UNK,

APP/15/00203 - Removal of existing outbuilding and construction of single storey rear extension and access ramp; alterations to shop front incorporating replacement autodoor and ramp., WD,24/04/2015

APP/15/00489 - Rear extension and first floor extension including new gable end; alterations to store entrance and new shop front. (Revised application.), PERM,26/06/2015 15:35:52

APP/15/00822 - Display of 1No. illuminated fascia; 1No. illuminated projecting sign; 1No. non-illuminated totem sign and 1No. non-illuminated wall mounted sign., PERM,16/09/2015

APP/15/00958 - Discharge of Condition No. 7, 9 and 10 of Planning Permission APP/15/00489., PERM,22/10/2015

GEN/15/01005 - Application to vary premises license., ,09/10/2015 15:37:19

APP/15/01280 - Replacement autodoor and shop front, conversion of existing outbuilding to uses ancillary to Class A1 retail, construction of single storey rear extension and first floor link walkway., PERM,29/01/2016

GEN/16/00168 - Enquiry as to current situation with premises., ,11/02/2016 15:13:18

APP/16/00671 - Single storey rear extension with enclosed walkway leading to existing first floor; and new shop front with sliding entrance door and re rendering of front elevation Perm 7Sept 2016

### **3 Proposal**

Display of 1No. internally illuminated fascia with logo (sign A), 2No. non-illuminated fascia signs (signs E and F); 1No. non-illuminated double sided freestanding sign to front forecourt (sign C). The application has been amended to remove the illuminated projecting box sign near the boundary with the adjacent residential property.

### **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**

FAO Mr P Marshall, Development Engineer  
The Highway Authority have no adverse comment to this 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: 6

Number of site notices: one

Statutory advertisement: Not applicable.

Number of representations received: 0

**Summary:**

**Comment:**

## 7 Planning Considerations

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 on residential amenity

### (i) Visual amenity

The proposed signs would be located to the front of the site and replace existing signs of a similar nature. The main lettering would be mid blue on a dark grey wood effect finish background and the signs would be constructed from aluminium with acrylic lettering.

As the site is an established business and the application is to replace existing signage, it is not considered the proposal will 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

The Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety.

### (iii) Effect on residential amenity

It is considered that the signs as now proposed on the amended plans would not impact residential amenity as there is existing similar signage on the site .

## 8 Conclusion

The proposal is acceptable and approval is recommended.

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## 9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00730 subject to the following conditions

- 1 No part of the proposal shall be illuminated other than as hereby permitted.  
**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)
- 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 shall not exceed 400 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).