
Site Address:	CO-OP 610 Southleigh Road, Emsworth, PO10 7TA		
Proposal:	Display of 1No. illuminated fascia; 1No. illuminated projecting sign; 1No. non-illuminated totem sign and 1No. non-illuminated wall mounted sign.		
Application No:	APP/15/00822	Expiry Date:	17/09/2015
Applicant:	Mr Bowles	Team:	Team 2
	Co-operative Food Group		
Agent:	Mr Merrikin	Case Officer:	Daphney Haywood
	Hawes Signs Ltd		
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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.

2 Planning History

APP/15/00489 Rear extension and first floor extension including new gable end; alterations to store entrance and new shop front. (Revised application.) Permit 2015

3 Proposal

Display of 1No. illuminated fascia; 1No. illuminated projecting sign; 1No. non-illuminated totem sign and 1No. non-illuminated wall mounted sign.

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 - Highways

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: 12

Number of site notices: one

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary:

Comment:

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 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 signs and lettering will be white and dark blue text on a green background, and will be constructed from an aluminium face panels, 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 would not impact residential amenity as there is existing similar signage on the site and this application is for updating, including changing the colour and design.

8 Conclusion

The proposal is considered to be acceptable and is recommended for consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00822

subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 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)
- 7 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)
- 8 The intensity of illumination shall not exceed 350 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).