
Site Address:	2 Selsmore Road, Hayling Island, PO11 9LB		
Proposal:	Display of 4 No. illuminated fascia signs; 4No. non-illuminated wall mounted signs and 1No. pole mounted sign.		
Application No:	APP/14/01087	Expiry Date:	17/12/2014
Applicant:	Mr Bowles	Team:	Team 1
	Co-operative Food Group		
Agent:	Mr Merrikin	Case Officer:	Sally Smith
	Hawes Signs		
Ward:	Hayling East		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is the redeveloped store - formally the Rose in June

2 Planning History

ADV/13/00519 - Conversion and extension to provide retail unit. Permit 31/7/13

3 Proposal

The original proposal has been amended through negotiation to provide 4 illuminated fascias; with illumination through lettering and logo only. These signs are 5m long with green background and dark blue and white lettering. The fascias are 75mm deep.

The other signs are non illuminated informative signs about the car park and a small pole sign with the disabled logo for the car park.

A totem sign at the frontage of the site has been withdrawn from the application

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

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 - Queried the location of the free standing signs.

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: 22

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: None

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan and the Advertisement Regulations it is considered that the main issues arising from this application are:

- (i) Impact on amenity
- (ii) Impact upon public safety

(i) Impact on amenity

7.2 The building is not in the local centre and has an historic character which the conversion has sought to retain as much as is possible. The neighbouring properties are residential. The original submission was therefore amended to remove the frontage totem and reduce the length of the fascias to provide smaller ones, 5m in length that do not extend the whole of the frontage. The fascia on the return has also been reduced and centred on the side wall of the 2 storey element of the building. In view of their reduced size and with a design that results in letters and logo illumination only the revised package of signs is considered acceptable for the building and its location. A condition restricting illumination to the opening hours of the store is proposed to ensure any impact on the adjacent residential properties and locality is minimised. Whilst there is not clarity on the siting of the smaller car park signs - as they are indeed small and non illuminated details of their exact position is not considered necessary.

(ii) Impact upon public safety

7.3 In view of the amendments - removing the totem and reducing the fascias it is considered that there will not be a public safety issue. Exact positioning of the totem is not therefore required and the position of the small car park signs would not result in a public safety issue.

8 Conclusion

8.1 The signs, as amended are considered acceptable.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01087 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 The illuminated signs hereby granted consent shall only be illuminated during the opening hours of the store.
Reason: In the interests of the amenity of the locality.
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

Hawes Signs package pages 1 - 5 Revision R9 dated 29.10.14

Reason: - To ensure provision of a satisfactory development.