
Site Address: The Leopard Public House, 31 London Road, Purbrook,
Waterlooville, PO7 5LG

Proposal: Display of 4No illuminated fascia signs and 1No non illuminated panel sign; 6No window vinyls; 1No pole mounted parking signs; 2No pole mounted 'pop in' and 'pop back soon' entrance signs and 1No 5m high double sided illuminated Totem sign.

Application No:	APP/14/00339	Expiry Date:	26/05/2014
Applicant:	Mr Kettlewell	Team:	Team 1
Agent:	Mr Bailey Orme Ltd	Case Officer:	Stephen Andrews
Ward:	Purbrook		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site consists of a two storey detached public house which is currently vacant and being converted to a Morrison's convenience store under Permitted Development rights. To the north and west is a group TPO, within this is a large Horse Chestnut which is located in close proximity to the western boundary and overhangs the boundary. To the west is a single storey section. To the south is an outbuilding. The level at the site decreases from west to east and from north to south.

To the east is a car parking area and beyond this the highway. To the west is a three storey block of flats (with the large Horse Chestnut located between). Due to the change in level the flats are sited at a higher elevation, where it is possible to look down over the rear garden section of the application site. A 1.5m fence forms the boundary. To the south is a two storey building with a single storey section that forms the shared boundary with the application site.

2 Planning History

07/55322/001 - Smoking Shelter to the north elevation. Permitted - 13/11/2007

APP/13/01045 - Construction of single storey side and rear extensions. Permitted - 18/12/2013

APP/14/00063 - Conversion of former managers flat to two self-contained flats with construction of external staircase and entrance canopy. Permitted - 25/03/2014

APP/14/00340 - Works to include the installation of an external, acoustically treated plant compound, externally accessed ATM, 2 no. wall mounted satellites, automatically operated glazed entrance door and external roller shutter, dwarf wall and graded area to provide level access to be undertaken in order to produce a unit suitable for use for a national fresh produce retailer. Under consideration

3 Proposal

Advertisement consent is sought for the display of four illuminated fascia signs and one non-illuminated panel sign; six window vinyls, two pairs of pole mounted entrance and exit signs and one 5m high double sided illuminated totem sign.

4 Policy Considerations

National Policies

National Planning Policy Framework, 2012

Core Strategies 2011 forming part of the HBLDF
CS16 (High Quality Design)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - No objection

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: 25

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: 0

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

(i) Visual Amenity

The signage would not have a significant impact on the visual amenity of the surrounding area and is commensurate with the retail function of the site. Further, the signage is proportionate in scale and number for the intended use. It is noted that whilst there are residential properties close to the site, there is also a parade of commercial and retail premises along this section of London Road.

The illuminated signage is not of a level that would detract from the visual amenity of the site or its surroundings and suitably integrates with the general character and function of this part of London Road in accordance with policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

The proposed signage is not of a scale or illuminance that would distract drivers.

Further, the signs have been positioned in a manner that would not encroach on site lines for vehicles entering or exiting the site on to the London Road. No objection is therefore raised on highway safety.

8 **Conclusion**

The proposal is considered to be acceptable and is recommended that advertisement consent is granted.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to
GRANT ADVERTISEMENT CONSENT for application APP/14/00339

(A)

(B) 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 intensity of illumination shall not exceed 250 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).

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

Drawing 635/110

Drawing 635/111

External Signage - 103374 - Sheets 1, 2, 3, 4, 5, 6 and 7 showing Items 1-14 which provides all dimensions and positioning for all external storage, date stamped 27th March 2014

Reason: - To ensure provision of a satisfactory development.