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SUPPORTING PLANNING STATEMENT IN RESPECT OF PROPOSED ADVERTISEMENT AT 73-77 GREYWELL SHOPPING CENTRE

PREPARED BY CPLC ASSOCIATES LTD ON BEHALF OF FARMFOODS LIMITED.

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1. INTRODUCTION

This statement is prepared on behalf of Farmfoods Limited, in support of the proposal for advertisement consent at 73-77 Greywell Shopping Centre, Leigh Park, Havant, Hampshire, PO9 5AH.

2. THE SITE AND SURROUNDINGS

The building is an existing retail unit within an existing shopping centre and has retail units to the East, South and West and residential properties situated to the North across an existing car park/servicing access road.

3. THE PROPOSAL

As set out in the visual supporting documents, the proposed signs vary in size with the largest measuring 4400mm wide x 937mm high.

The signs proposed to the main front elevation all face towards existing shop units on the other side of the centre and are proposed to be constructed from Alcan Dibond panels which will be digitally printed. The three signs in the centre of this elevation along with the sign to the front side elevation will be externally illuminated from above by trough lights which will give a maximum luminance to comply with current legislation. The remainder of the signs to this elevation will remain non illuminated.

The signs proposed to the main rear and rear side elevation are proposed to be constructed from aluminium with digitally printed vinyl applied to the face of the aluminium panels. The purpose of these signs is to denote the loading area and customer collection area for the unit.

4. PLANNING POLICY CONSIDERATIONS

This section identifies the relevant national and local planning policy and other material considerations.

Government Guidance in the form of Planning Policy, PPG19, 'Outdoor Advertisement Control' states that upon making a decision about whether or not to grant advertisement consent there are only two grounds which can be taken into consideration; amenity and public safety. Whilst regard is also given to the relevant local polices, these cannot in themselves be the decisive factor in the decision on whether to grant consent.

Amenity

PPG19 states that in assessing and advertisement's impact on amenity, the Council should have regard to '*the visual amenity in the immediate neighbourhood where it is to be displayed*'. This advice is reiterated in the adopted and first deposit Unitary Development Plan (UDP) and Supplementary Planning Guidance (SPG) on advertisements which lists a number of general factors to be considered when assessing individual proposals against amenity values. Each of these factors is listed below, along with comments on how the proposal complies.

- The General Character of the Area

  The building for which the advertisement is proposed is contained within an existing retail centre that has a large number of different types and styles of advertisements and as such the proposals are deemed to be appropriate for their setting.

- Whether the Advertisement is of a Sympathetic Size, Scale, Proportion, Colour and Design for its Surroundings

  The proposal seeks to respect the existing uniformity of the building. The proportions remain balanced, retaining the general symmetrical character of the building, whilst breaking up the plain facade. The advertisements will assist in increasing the vitality of the area by adding colour and interest to the site.

- Whether it will be Visually Intrusive or Dominant

  Greywell shopping centre is a large retail area and the facade to which the main advertisements are proposed to be located is considered to have the capacity to absorb such advertisements, without appearing dominant in the surrounding area.

- Whether it would Cause or Contribute to Visual Clutter

  Greywell shopping centre has a large variety of multi coloured existing advertisements and as such the proposals are not deemed to cause or contribute to visual clutter.

- If and how illuminated

  The advertisements that are proposed to be illuminated will be done so via trough lights mounted above the signs in order to achieve an even spread of light across the display.

Public Safety

In this context, public safety is defined in PPG19 as the safety of people using any form of travel likely to be affected by a proposed advertisement. The key consideration must be whether the advertisement itself or the location proposed for it creates hazard to, or endangers, people in the vicinity who are taking reasonable care of their own or others safety. The type and location for the proposed advertisements will not create such a hazard or danger for the following reasons:

- Since the inception of outdoor advertising in the 1940's there has been no evidence to suggest any link between the display of advertisements and pedestrian or motorist's accident rate. Verification of this is available for the Automobile Association.

- The large and simple images / messages that are used within this type of advertisements proposed are much less distracting than the smaller and more complex images used on other types of advertising already prominent within the area.

- The materials and method of installation of the advertisements exceeds all health and safety requirements. Therefore there is no risk of the display becoming detached from the building and thereby endangering pedestrians or motorists.

- The site has a good range of visibility and the display will therefore not appear as a sudden feature, nor is it planned to contain any moving elements. The content would not require any close study, nor would it obstruct or confuse any road users' view.

- The simple typographical and graphical elements incorporated into the screens will be readily assimilated and understood by road users in the vicinity.

- Therefore, in accordance with the advice given in PPG19 and Circular 3/07, it is judged that the proposal would not be against the interest of public safety.

5. CONCLUSIONS

In conclusion it is considered that the location and type of advertisements proposed are in accordance with the objectives of Circular 3/07 and PPG19, and permission should be granted.