REF. NO.A/12/71375

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 4no. externally illuminated fascia signs, 1no. non illuminated fascia sign and 2no. externally illuminated hanging signs The Prince Of Wales65 Bishopstoke Road Bishopstoke Eastleigh SO50 6LA

SITE VISIT DATE Carried out by Steve Nangreave 08/10/12

ARE PLANS ACCURATE? Y (amended plans received 10/10/12)

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Y

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above
SITE AREA	Approx. 1138.5 sq m.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	Generally flat site.
TREES	None affected by this application.
BOUNDARY TREATMENT	Varied.
SITE CHARACTERISTICS	Former public house, late Victorian, identified as a building of special interest in the Bishopstoke Conservation Area Appraisal and Management Proposals SPD. Site has been leased by Tesco and is in the process of being refurbished as a convenience store. Separate cottage at the rear of the site which is still retained by the previous landlord. The building is hard onto the pavement, sited in the southwest corner of the site, and forms a prominent feature in this street scene. The remaining land is taken up primarily by hardstanding for parking. Access to the parking is between the building and the petrol station to the east. Access to the building is on the eastern side elevation.
CHARACTER OF LOCALITY	Sited on the busy Bishopstoke Road adjacent to a petrol station to the east and a residential dwelling to the west and other dwellings to the south. The Itchen Navigation runs to the north of the site.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
Z/06873/001/00	alterations and extensions	PER 07/02/1978
Z/06873/002/00	SINGLE STOREY EXTENSION TO PUBLIC HOUSE	REF 22/06/1987
C/06873/006/00	ALTERATIONS AND EXTENSIONS TO CONVERT EXISTING OUTBUILDING AT REAR TO PROVIDE A FIVE BEDROOM	PER 25/07/2002

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RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	UNIT OF LETTING ACCOMMODATION	
F/07/60971	Retrospective installation of two awnings on the east elevation of the building	PER 09/11/2007
C/12/71382	Installation of ATM	Under consideration
C/12/71379	Installation of 6no. bollards opposite proposed store entrance and ATM	Under consideration
C/12/71383	Siting of external plant with timber fenced enclosure at rear	Under consideration
C/12/71381	Installation of new shop front and minor elevational alterations	Under consideration

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
57 Bishopstoke Rd	I am disgusted that we have not been noted as neighbours! This impact on all our lives who live directly next to the Prince of Wales. Have you considered the chaos this will cause on the already strained Bishopstoke rd. Traffic will be horrendous even more than it is at times now. Lorries in and out, local shops will loose trade and the smug letter we got from Tesco's makes my blood boil. Stating they dont need planning! We will have super sainsbury's local Co ops so why this? Flats would have been better. Eastleigh Borough Council if they grant this should be ashamed.
OTHER	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Parish	*When considering each of the following applications relating to the Prince of Wales conversion, councillors questioned the need for another grocery store in the area and expressed concern at the apparent lack of publicity surrounding Tesco's plans, likely parking and traffic flow problems with cars and delivery trucks and potential generator noise at the rear affecting neighbours* 4 external illuminated fascia signs, one non-illuminated fascia sign and 2 external illuminated hanging signs – objection to illuminated signs close to the main road and likely distraction for drivers
Conservation officer	Street Elevation - This façade will lose a lot of character by the removal of the existing lettering and replacement with a Tesco's sign. With the hanging signs and fixed ones on either end of the building , one would have thought there was quite sufficient signage. Left Elevation - This sign could well be closer to the road to offset omission of the street elevation sign and would then be less obvious probably, to the residents of the adjacent house. Right Elevation - The main Tesco's sign is over-long on the front element of building and the 'store entrance sign' would have better

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CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
	balance if the left-hand side was aligned with the left-hand side of the main one. Again the sign over the entrance looks over long and would be improved by stopping before the windows toward the side of this elevation. Further to my comments regarding the advertisements at the above and our discussion, I noticed driving past the Lordswood one (dead pub converted to Tescos at the traffic lights) that there is far less advertising of that one than their proposal for Bishopstoke. This might be a good example if they resist our toning down of their current proposals!
ENG	No objection subject to luminance checks. NB: This development is located within a resident's parking scheme and it is Council policy that residents of all new developments* will not be eligible for parking permits. (*development means the construction of new or replacement buildings or alterations to existing buildings that result in an increased demand for parking not catered for within the development). No objection to signs as such, but I am concerned about the proposed use as a store at this location . This site is most unsuitable for a convenience store with the awkward access and limited sight lines . There has been no consultation about safety improvements and I am concerned that the use as a store will cause highway safety issues and congestion with vehicles trying to turn in/out . Also the difficulty for pedestrians to reach the site, there is no footway to west of site and crossing the road is often difficult with the heavy flow of two way traffic.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established Residential Area Within Designated Conservation Area Is a Building of Special Interest

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011) 59.BE, 169.LB, 175.LB
Pre submission Eastleigh Borough Local Plan 2011-2029 S1, DM1, DM10.

NATIONAL PLANNING POLICY GUIDANCE

National Planning Policy Framework

POLICY COMMENTARY

The above policies combine to form the criteria against which this application will be assessed with particular regard to impact on the character of this building of special interest, the conservation area and the street scene.

COMMENT ON CONSULTATION RESPONSES

The conversion of a former public house to a convenience store does not require planning permission and therefore falls outside of the control of the LPA, although highway concerns have been expressed to agent. Majority of comments made by conservation officer have been addressed by the agent through amended plans.

With regard to luminance levels, a condition regarding luminance would be typically imposed, with a restriction of 600 Cd/m2. However the proposed signage indicates a level of 110 Cd/m2, which is clearly well below the permitted level. Given that a standard condition is imposed requiring compliance with approved drawings, it is not considered necessary for this additional condition to be imposed.

COMMENT ON REPRESENTATIONS RECEIVED

See above.

PLANNING OBLIGATION/CONSIDERATIONS

n/a

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:-

"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

(a) **In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;**

(b) **In the case of public safety:**
(i) **The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;**
(ii) **Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.**

In determining an application for consent for the display of advertisements, or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted."

The advertisement application has been assessed with regard to the character of the building and conservation area, the street scene and highway safety. Whilst most of the proposed signage is acceptable, one sign is not. For the sake of clarity, the following discussion is separated into two sections, the signage recommended for permission and the signage recommended for refusal.

PERMIT: East and west elevation signage, free standing gentry sign, hanging sign of south elevation:

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

The majority of the signage proposed is acceptable in terms of highway safety and impact on the street scene and character of the building. The issues identified by the Council's conservation officer have been addressed by the agent and amended plans received. Whilst saved policy 172.LB illuminated signage will not be permitted, given the level of existing signage on the former public house, much of the proposed signage is of a similar size, quantity and level of illumination. The building is also adjacent to a petrol station which has substantial signage, some of which is illuminated.

<u>REFUSE: Fascia signage, front elevation:</u>
The one sign which does give cause for concern is the fascia sign on the front elevation. Policy 172.LB part iv. states that 'corporate image' advertising will only be permitted where it is not detrimental to the character of the building and surrounding area. The design was amended to pinned on lettering, in an attempt to reflect the buildings heritage as a public house. This type of signage is more typically seen on pubs, and was the form used for the pub advertising. However, due to the design and colour palette used for the Tesco logo, the pinned on lettering loses the simple design typically used for pub signs. Whilst this building is not listed, it is referred to in the Bishopstoke Conservation Area Appraisal as a building of special interest, and its heritage value is linked to the historic use as a public house.

Due to the positioning of the building in relation to the road, fascia signage on the front elevation has little value in advertising terms as it is the side elevations that are seen by vehicular traffic. The most significant signage is the hanging sign on the front elevation which is to be retained and the freestanding side, also to be retained.

Given the location of the building in the conservation area, the recognition of the building as of special interest, and its prominent location, it is considered the proposed fascia sign, by reason of its design and colour scheme, would be detrimental to the character of this building of special interest and the street scene.

The remaining signage is considered to comply with policy.

OTHER MATERIAL CONSIDERATIONS

It is considered that there are no other material considerations to warrant a decision otherwise than in accordance with the Development Plan and/or legislative background.

CONCLUSIONS

Recommend split decision – part refuse – fascia sign; part permit – remaining signage.