

Southampton City Planning & Sustainability
Planning and Rights of Way Panel meeting 29 May 2012
Planning Application Report of the Planning and Development Manager

Application address: The Bulls Eye Public House, Butts Road SO19 1BJ			
Proposed development: Advertisement application for 3 internally illuminated fascia signs, 1 projecting sign, 1 replacement gantry sign and 2 free-standing signs (description modified following amended plans)			
Application number	12/00361/ADV	Application type	FUL
Case officer	John Fanning	Public speaking time	5 minutes
Last date for determination:	07.05.12	Ward	Sholing
Reason for Panel Referral:	Referred by Planning and Development Manager at request of Ward Cllr Fitzgerald, Cllr Blatchford and public interest	Ward Councillors	Cllr Jeffery Cllr Blatchford Cllr Kolker

Applicant: Tesco Stores Ltd	Agent: Cgms Ltd
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Recommendation Summary	Express consent
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Reason for granting Express Consent

The development is acceptable taking into account the policies and proposals of the Development Plan as set out below. Other issues are not judged to have sufficient weight to justify a refusal of the application, and where applicable conditions have been applied in order to satisfy these matters. The scheme is therefore judged to be in accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004 and thus planning permission should therefore be granted.

Policies – SPD1 and SDP24 of the City of Southampton Local Plan Review (March 2006) and CS13 of the Local Development Framework Core Strategy Development Plan Document (January 2010).

Appendix attached			
1	Development Plan Policies	2	Planning history

Recommendation in Full

Express Consent

1. The site and its context

1.1 The site is located on the corner of Butts Road and Heathfield Road. The site is currently occupied by a two-storey building which was previously in use as a public house. Land surrounding the building includes existing hard standing and open areas. There is no change in site levels on the site. The site currently has

- two vehicular access points, one from Butts Road and one from Heathfield Road.
- 1.2 The site is location within a predominately residential area, with the adjoining Butts Road frontage featuring a row of commercial use. Butts Road is a Class C classified road.

2. Proposal

- 2.1 This application is part of a set of 8 applications which seek to facilitate the change of the property from a pub (Class A4) to a retail unit (Class A1). The change of use from pub to a retail unit does not require permission. This application refers only to the details outlined below and should be assessed on this basis.
- 2.2 The application seeks advertisement consent for signs to advertise the conversion of the existing building from a public house into a retail unit.
- 2.3 The signs form are typical of a retail unit in their placing just above ground floor window level and are present on both north-west and south-west elevations of the building. The gantry sign is unusual for a retail unit. It is situated in the western corner of the site and replaces the existing pub sign in that location. Two free standing signs are proposed at the vehicular access points for the purposes of providing direction.

3.0 Relevant Planning Policy

- 3.1 The Development Plan for Southampton currently comprises the “saved” policies of the City of Southampton Local Plan Review (March 2006) and the City of Southampton Core Strategy (January 2010). The most relevant policies to these proposals are set out at **Appendix 1**.
- 3.2 Having regard to paragraph 214 of the National Planning Policy Framework dated 27 March 2012 the policies and saved policies set out in **Appendix 1** which have been adopted since 2004 retain their full material weight for decision making purposes.

4.0 Relevant Planning History

- 4.1 Permission was originally granted for the erection of a licensed premises on this site in 1954. The opening hours were not restricted as part of this permission. More recently, in 2011, an application was refused for the redevelopment of the site to provide a retail unit and 8 flats.
- 4.2 This application is part of a set of 8 applications aimed at facilitating alterations to allow the permitted change from a public house to a retail unit. A list of all the relevant applications is included within **Appendix 2**.

5.0 Consultation Responses and Notification Representations

- 5.1 Following the receipt of the planning application a publicity exercise in line with department procedures was also undertaken which included notifying adjoining and nearby landowners and erecting a site notice on 22.03.12. At the time of writing the report **21** representations have been received from surrounding residents. The following is a summary of the points raised:
- 5.2 ***The lighting of the illuminated signs over a 24 hour period would be detrimental to the amenity of neighbouring residential units***

5.3 **Response**

The potential for increased light pollution has been considered. As a method of controlling this impact, a condition has been recommended to limit the hours of illumination of the advertisements.

Consultation responses:

5.4 **SCC Highways** – No objection

5.5 **SCC Advertising** – Concern regarding excessive advertisements on site.

Applicant submitted amended designs which removed a proposal for higher level signage.

6.0 **Planning Consideration Key Issues**

6.1 The key issues for consideration in the determination of this planning application are:

6.2 **Character**

The signage proposed is predominately at ground floor fascia level and is of a style typical for retail units. Given the adjacent retail units it is not judged that the proposal would represent a harmful alteration from the existing character within the street scene.

The gantry advertisement will replace the existing pub signage and as such is not considered to comprise a harmful alteration.

The two free standing signs are, on balance, considered to be of a sufficiently small scale to not have a significantly negative impact on the character of the property or area taking into account their positive benefit on highways safety.

6.3 **Highways safety**

As per paragraph 5.2, it is not considered that the proposed scheme would result in a significant impact on highways safety.

6.4 **Residential amenity**

The proposal includes a variety of internally and externally illuminated signage. Taking into consideration that the site is adjacent to residential properties it is considered that illumination of these signs over a 24 hour period would not be appropriate and would be potentially harmful in terms of light pollution to the amenity of the neighbouring properties. For this reason it is proposed that a condition be included to limit the hours of illumination of the proposed signage.

7.0 **Summary**

7.1 The adverts are considered to be supportable provided that the potential impacts of additional light pollution are mitigated through conditions. It is proposed a condition be included to limit the hours of illumination for the proposed signage on this basis.

8.0 **Conclusion**

Subject to the imposition of the suggested conditions attached to this report, the

proposal would be acceptable. The application is therefore recommended for approval.

Local Government (Access to Information) Act 1985
Documents used in the preparation of this report Background Papers

1 (a) (b) (c) (d) 2 (b) (d) 4 (vv) 6 (a) (i)

JF1 for 29/05/12 PROW Panel

PLANNING CONDITIONS

01. Advert - Luminance

The luminance of the signage for which consent is hereby granted shall not exceed 110 Cd/m².

REASON

In the interests of highway safety and residential amenity.

02. APPROVAL CONDITION - Hours of Advert Luminance [Performance Condition]

The sign hereby granted shall only be illuminated during the approved opening hours.

No illumination of the granted advertisement will be permitted outside these hours, unless otherwise agreed in writing by the Local Planning Authority.

Reason:

To protect the amenities of the occupiers of existing nearby residential properties.

03. APPROVAL CONDITION - Approved Plans

The development hereby permitted shall be carried out in accordance with the approved plans listed in the schedule attached below, unless otherwise agreed in writing with the Local Planning Authority.

Reason:

For the avoidance of doubt and in the interests of proper planning.

POLICY CONTEXT

Core Strategy - (January 2010)

CS13 Fundamentals of Design

City of Southampton Local Plan Review – (March 2006)

SDP1 Quality of Development

SDP24 Advertisements

Other Relevant Guidance

National Planning Policy Framework (March 2012)

Relevant Planning History

1006/E - Erection of licensed premises, Permitted 27/11/52

1031/24 - Erection of licensed premises, Conditionally Approved 12/1/54

1546/E8 - Formation of a new entrance porch and alterations to the external appearance, Conditionally Approved 17/10/78

1665/E40 - Erection of single storey extension, Conditionally Approved 23/7/85

11/00508/FUL - Redevelopment of the site. Erection of a 3-storey building to provide a new convenience store (class A1) on the ground floor, and 8 flats on the first and second floors (6x2-bed and 2x1-bed flats) with associated parking and cycle/refuse storage, Refused 7/7/11

Current applications

12/00353/FUL, External alterations to the building including: creation of new shopfront, and infilling of existing openings at ground and first floor level

12/00355/FUL - Erection of 11 no. steel bollards on Butts Road and Healthfield Road frontages (description modified following amended plans)

12/00356/FUL - Installation of ATM to front of proposed store (description modified following amended plans)

12/00357/FUL - Erection of open sided canopy to rear of building

12/00358/FUL - Extension and reconfiguration of existing car park hard standing

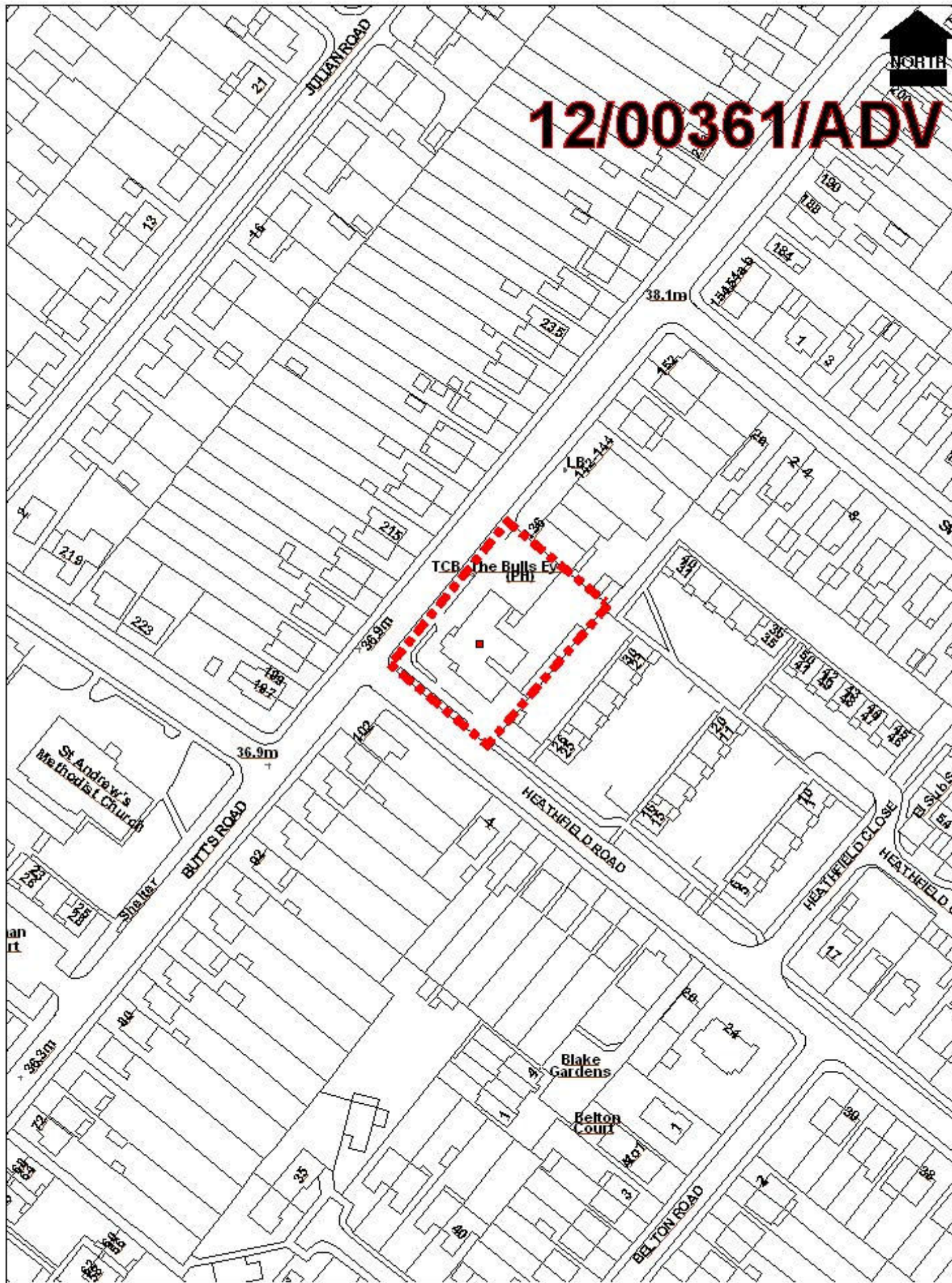
12/00359/FUL - Installation of plant equipment comprising of 3no. A/C units and external condenser unit, within contained rear plant yard

12/00360/FUL - Installation of external chiller/freezer unit to servicing area

12/00361/ADV - Advertisement application for 3 internally illuminated fascia signs, 1 projecting sign, 1 replacement gantry sign and 2 free-standing signs (description modified following amended plans)



12/00361/ADV



Scale : 1:1250

Date : 17 May 2012

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