

**P/14/1053/AD**

**PARK GATE**

SAINSBURY'S SUPERMARKETS  
LTD

AGENT: WYG

PROPOSED NEW FASCIA SIGNS, A TOTEM SIGN, DISABLED PARKING SIGN AND OTHER SIGNS ASSOCIATED WITH NEW SUPERMARKET.

22 - 24 BRIDGE ROAD PARK GATE SOUTHAMPTON SO31 7GE

***Report By***

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***Site Description***

The application relates to a commercial premises located on the northern side of Bridge Road in Park Gate. It is situated between the Co-op food store to the west and mixed-use commercial premises to the east. It is currently occupied by a trailer company with the benefit of an A1 retail use.

***Description of Proposal***

Advertisement consent is sought for the installation of:

- two fascia signs;
- one totem sign sited on the south western corner of the site measuring 2.030 metres high and 1.125 metres wide;
- proposed car park signage: 0.625 metres by 0.750 metres;
- proposed offer message signage fixed to the brickwall: 1.625 metres by 0.9 metres;
- ATM surrounding signage fixed to the wall: 1.625 metres by 1 metre;
- disability sign;
- car park poster frames.

***Policies***

The following policies apply to this application:

**Fareham Borough Local Plan Review**

DG7 - Signs and Advertisements

***Relevant Planning History***

The following planning history is relevant:

P/14/1052/FP - Proposed installation of ATM; shop front alterations; installation of air condition and condenser units and alteration to car parking layout - see preceding report on agenda.

***Representations***

Two letters of objection and one letter of comment have been received raising the following concerns:

- the proposed signage is unacceptable, intrusive and excessive;
- potential distraction to drivers;
- will create light pollution to the residents living nearby.

### ***Consultations***

Director of Planning and Development (Highways) - no objection.

### ***Planning Considerations - Key Issues***

Given the urbanised context of the application site, the proposed outdoor advertisements would not appear out of place and would not be harmful to the visual amenities of the area.

Furthermore, the location of the signage and its scale would not pose a distraction or obstruction to users of the highway and therefore the advertisement are not considered harmful in terms of highway safety. The Council's Highway Officer was consulted on the proposal and raised no objections.

The nearest residential properties are located on the other side of the road, therefore, it is considered that this separation distance would be sufficient to prevent light pollution.

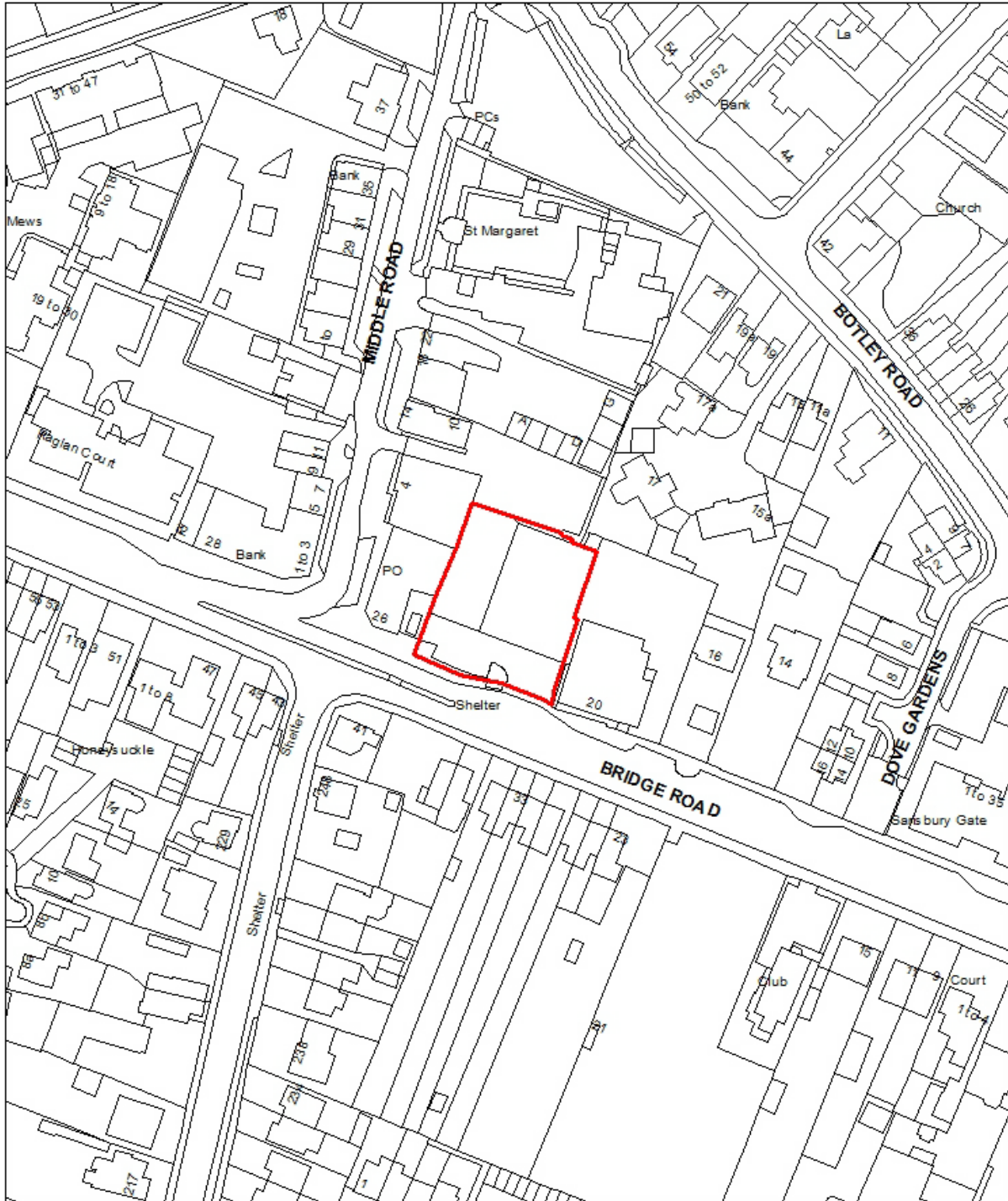
For the reasons given above, the proposed outdoor advertisements comply with the local planning policies and therefore five year consent is recommended.

### ***Recommendation***

GRANT ADVERTISEMENT CONSENT FOR FIVE YEARS subject to standard conditions

# FAREHAM

## BOROUGH COUNCIL



22-24 Bridge Road  
Scale 1:1250

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