

DELEGATED OFFICER REPORT

Site Address: 24 Park Road South, Havant, PO9 1HB
Proposal: Display of 2No. Illuminated Fascia signs affixed to brickwork between ground & first floor.
Application Type: Advertisement
Application No: APP/24/00905 Expiry Date: 31/12/2024
Applicant: Mr Dailey
 Sale Service & Maintenance
Agent: Case Officer: Denise Sheath
Ward: Bedhampton

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

24 Park Road South is a detached 2.5 storey office building, with a parking area to the rear of the building. The site is located on the western side of Park Road South. The defined town centre of Havant is located to the east on the other side of Park Road South.

2 Planning History

01/66897/000 - Construction of 2 storey office building with ancillary car parking and access on to Park Road South. PERM - 23/12/2002
95/51270/008 - Change of use from petrol filling station to car sales. PERM - 04/08/1995
06/66897/001 - Retention of external air conditioning plant and fenced enclosure. PERM - 05/02/2007
APP/18/00754 - Change of use of ancillary 2nd floor storage space to office with provision of 4No Rooflights. PERM - 20/09/2018

3 Proposal

Display of 2No. Illuminated Fascia signs affixed to brickwork between ground & first floor.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Environment Agency

No comments received

Hampshire Highways

I refer to the consultation relating to the above planning application and would make the following comments.

The proposal relates to the replacement of two existing signs attached to the building frontages with two new non illuminated signs, being located in the same locations and being of the same dimensions. The Highway Authority are therefore satisfied that the new signs would not offer any significant distraction to highway users and would therefore recommend –

No objection (no conditions)

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: 35

Number of site notices: 1.

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 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
- (iii) Effect upon residential amenity

(i) Visual amenity

- 7.2 The proposal is to replace the existing signage with the installation of 2No. internally illuminated fascia signs in the same location. The proposed signage is proposed to be installed above the ground floor windows to the front north eastern elevation and the ground floor window to the south eastern elevation. The proposed signage would be made with acrylic with black text on a grey background spelling 'Sale Group', each sign will have a height of 0.9m, a width of 2.7m and a depth of 0.05m. The proposed signage will be internally illuminated with an illuminance level of 600cd/m².
- 7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

- 7.4 It is not considered that any element of the scheme would create an unacceptable level of distraction to users of the adjacent highway. A condition has been recommended to ensure the intensity of illumination does not exceed 600 candelas per m² in the interests of Highway Safety.

(iii) Effect on residential amenity

- 7.5 It is considered that given the degree of separation to the closest residential properties that the proposal would not have a significant adverse impact on residential amenity. It is therefore considered that the proposal will not have an adverse effect on the visual or other amenities of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.
-

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/24/00905 subject to the following conditions

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

Application Form- Received 18 November 2024
Planning Statement - Received 18 November 2024
Location Plan - Received 18 November 2024
Halo Sign Grey - Graphic Spec - Drawing No. V1 - Received 18 November 2024

Reason: - To ensure provision of a satisfactory development.

- 2 The intensity of illumination shall not exceed 600 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 Local Plan (Allocations) 2014.
- 3 The signage hereby permitted shall only be illuminated during the hours that the business is open to the public.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.