
Site Address:	32 New Lane, Havant, PO9 2NG		
Proposal:	Display of 63 surface and pole mounted non-illuminated signs.		
Application Type:	Advertisement		
Application No:	APP/23/00111	Expiry Date:	13/04/2023
Applicant:	Amazon UK Services Ltd		
Agent:	Ms Page	Case Officer:	David Eaves
	Dalton Warner Davis LLP		
Ward:	Bondfields		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

32 New Lane, Havant is now occupied by the Amazon Distribution Warehouse and the proposal relates to the provision of signage around the site and particularly close to the site entrances.

2 Planning History

Recent planning history is set out below:

APP/21/00200 - Demolition of existing buildings and redevelopment of site comprising erection of distribution warehouse (class B8) with ancillary offices and related facilities, vehicle storage deck, new access, landscaping and associated infrastructure (approved 22.10.21). Request to discharge conditions 11 and 19 (received 27.10.21). Request to discharge conditions 14, 15, 16, and 27 (received 10/12/2021). Request to discharge condition 17 (received 16.12.21). Request to discharge condition 22 and 28 (recd 13.1.22)., PERM,22/10/2021

APP/21/00783 - Application to determine whether prior approval is required for the method of demolition of buildings including slab removal and any proposed restoration. , PAYA,01/10/2021

APP/21/01244 - Variation of condition No's 4 (Operational Management Plan), 9 (Livery/Branding), 10 (Traffic Monitoring) and 28 (Employment and Skills Plan) of planning permission APP/21/00200 and the introduction of a new Community Liaison Strategy Condition. Request to discharge conditions 11, 14, 15, 16, 17, 18, 19, 22, 26 and 27 (received 27/03/2022). Request to discharge condition 12 (received 10/06/2022). Request to discharge conditions 5 and 6 (received 10/08/2022).Request to discharge condition 25 (27.09.22)., PERM,09/02/2022

APP/22/00612 - Display of 5No. non illuminated signs, PERM,06/09/2022

APP/22/00895 - Proposed replacement fire hydrant tanks and pump house with associated works and landscaping., PERM,23/12/2022

APP/22/00919 - Application for Non-material amendment to Planning Permission APP/21/01244 relating to minor revisions - mezzanine floor alterations, re-positioning of windows/vents, addition of canopies on northern and southern side, relocation of smoking shelters, installation of gates to boundary treatments and access alterations.

, PERM,27/01/2023

APP/23/00537 - Proposed external site alterations comprising the installation of height restrictor, welfare unit and maintenance shed., DEL, - Current Application

APP/23/00617 - Retention of 3 x non-illuminated directional operational signage on the western façade of the southern guard hut., PERM 12/09/2023

3 Proposal

Display of 63 surface and pole mounted non-illuminated signs. There are three main types of sign proposed these are directional and information signs at the three site entrances to New Lane, signs within the site for pedestrians and drivers and signs on the building including identification signs and entrance signs.

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)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Alex Rennie

No comments received

Councillor Imogen Payter

No comments received

Councillor Phil Munday - St Faiths

Further Comments:

From what you say we have no real grounds for disagreeing with the proposal, so I am in favour of accepting it.

Original Comments:

I would like this planning proposal to be looked at by the planning committee because the issue of light pollution has been raised by several residents in my ward (St Faiths). I think it important that we are absolutely transparent on any issues associated with

this site due to the public concerns about its impact on residents.

Councillor Richard Stone

No comments received.

Former Councillor T Pike - St Faith's

No comments received

Hampshire Highways

Further Comments:

In regard to application APP/23/00111, following on from the previous HCC Highways consultation response dated 22 March 2023, it is noted that an updated Signage Location Plan (DPO1-SMR-00-ZZ-DR-A-2302-S4-P5) has been submitted.

Whilst there are some changes to signage and locations, it remains the case that signs are located out of the required visibility splays, and do not obstruct movement. As such, there remains no objection to the proposals from a highway perspective.

Original Comments:

Thank you for consulting the Highway Authority on the above planning application.

A Signage Location Plan has been submitted which details the location of all of the proposed signage. It is noted that all of the signage proposed is located internally within the site and is therefore not situated on the public highway. As a result, the Highway Authority recommends no objection to the proposed signage.

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: 65

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 2 Objections:

Comments received following receipt of revised plans:

Thank you for your letter advising me of changes to the follow-up Amazon signage planning application.

The 'note' filed with the application update documents says that the erroneously located signs (in particular the New Lane Southern Access) have been removed. This may be the intention however it hasn't happened yet, shouldn't this be a pre-requisite? Vehicles should not be leaving the site and heading south down New Lane, so a 'No Left Turn – All Traffic' sign at this site exit would be helpful. Could this be added?

Officer Comment: *The sign on the northern side of the Southern Access has now been removed.*

The application mentions the site's context in an industrial area. There is a hospital facility almost opposite, schools nearby and housing all around. This warehouse is not on an industrial estate beside a motorway exit where large sign-posting may be appropriate. Crossland Drive is residential. The large broadcast signage proposed for the sides of the building isn't needed or appropriate in a residential area. All drivers - vans, lorries and so on - will know where they are going so it is completely unnecessary.

Officer Comment: *The 'Amazon' signs on the building have been reduced to 3, however it is considered reasonable to include signs on the three more public elevations of the building. The signs are considered to be appropriate in scale and location.*

No objection to any of the directional signage to aid driver navigation once on site, as most of this should be hidden from the road by landscaping.

The document 'Supporting information re directional signage' implies that "The VEHDR & FX(LG) signs on the northern side of the southern access have been removed." This is not the case, the sign still stands. Given the public track record of documentation generated by Amazon's agents, please confirm by site visit that the un-approved south facing signage at the site entrance has been physically removed BEFORE signing off APP/23/00111.

Officer Comment: *See above regarding signs removal.*

As a point of detail, VEHDR2 at the South entrance still shows 'No entry' to Cars. However, this entrance is in daily use for a significant volume of Amazon Flex delivery traffic, all of which is carried out by private vehicle movements, a high proportion of which are cars.

The observed daily traffic split between the three entrances is currently out of line with the detail content of the approved Operational Management Plan. It would at least be helpful if the signage approved reflected the actual usage expected when the operation is running at Amazon's intended future volume. Alternatively, it should reflect the predicted traffic generation documented in the OMP.

Officer Comment: *The site is not operating at full capacity and the access points are not all in full use. The requirements of the Operational Management Plan are controlled by separate planning conditions.*

Comments received prior to revised plans:

With the exception of the four large AMAZON surface mounted signs on each face of the warehouse/distribution building, it appears that all of these signs have already been erected on site prior to occupation. One can only assume that this planning application was delayed by Amazon until the company had already begun operations.

There are (at least) two errors in the placement of signs with respect to the specification for which approval is being retrospectively sought. At the southern entrance, there are only two signs on the plan (VEHDR and FX (LG)), shown facing west to New Lane and both mounted on a double pole midway between the gatehouse and pavement.

1) Both of these signs have already been erected, but are at the entrance,

immediately alongside the pavement and face SOUTH thereby only visible to vehicles travelling north from Eastern Road. This suggests that Amazon intends to route inbound Flex traffic - and indeed HGVs and Vans - to enter the southern access from the south of the site. This is contrary to the Operational Management Plan currently in force for the site.

Officer Comment: *The sign is now shown on the south side of this entrance facing north.*

2) A third sign, has also been erected at the south side of the southern entrance, facing north. This sign does not appear on the plan provided with this application.

Officer Comment: *The smaller signs generally do not require Advertisement Consent.*

All three signs should be removed and replaced by the double mounted sign as specified on the plan, midway between pavement and gatehouse.

On a further point, since Amazon are already operating deliveries from this site, they appear to be in breach of Condition 30 of APP/21/00200 which required the Community Liaison Panel to have been set up with agreed terms of reference prior to occupation. Residents of New Lane have yet to receive an invitation to provide representation to this panel.

Officer Comment: *The CLP has now been instigated with the first meetings taking place.*

I am making this comment as a large sign has already been deployed at the southern end of the 32 New Lane site. This sign is angled to support drivers approaching the site via Eastern Road, i.e. for those heading north up New Lane.

We had been told that access (and egress) to the site for all vehicles (unless making a customer delivery in the very immediate local area) would be by Crossland Drive or Bartons Road, as an approach from the southern end of New Lane is unsuitable for heavy traffic due to the narrow (residential) roads, the railway gates, schools, the hazardous corner at Eastern Road and New Lane, and on to the next corner, after traffic calming, where a zebra crossing has just been installed on an almost blind corner to access the railway station. This route is also crossing a HCC designated prioritised cycle/pedestrian route into Havant. Furthermore, Elmleigh Road, which runs into Eastern Road, is signed as unsuitable for HGV.

Earlier documentation for this site says that drivers are to be instructed not to use the south section of New Lane, so it is odd that this sign, for drivers approaching via this very route is the first to go up (and before the planning application is agreed). This sign should, at the very least, be angled for drivers approaching from the north.

32 New Lane is a large site, there will be several hundred vehicles accessing the site each day, and it obviously needs clear signage, however the signage that has already been deployed appears to contradict the routes that drivers are to be instructed to take.

Officer Comment: *See above*

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 for advertisement consent are:

- (i) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The proposed signs have been considered in detail in terms of their visual impact. None of the advertisements are to be illuminated. The signs near the entrance points are all considered to be reasonably located set back from the site frontage. The signs internal to the site are mainly wayfinding, pedestrian and information signs and are consistent with the type of signage anticipated for a large warehouse/distribution centre.

7.3 On the main building there are proposed to be 3 large 'Amazon' signs one to each of the front and north and south sides. These would measure 6m wide and 1.8m deep. Whilst large these are to be positioned on the large warehouse building and are considered acceptable in the context of the building and the extensive site. A fourth 'Amazon' sign formerly proposed to the rear (east) elevation has now been excluded as this elevation whilst facing the railway line would not be necessary to signpost the use and would therefore result in unnecessary visual clutter on the building. Lower signage on the main building relates to operations and loading bays and other ancillary signs and these are considered acceptable.

7.4 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

7.5 In terms of highway safety, the Highway Authority have confirmed that "*....signs are located out of the required visibility splays, and do not obstruct movement. As such, there remains no objection to the proposals from a highway perspective.*"

7.6 Concern has been raised in particular in relation to the wayfinder sign positioned to the northern side of the southern access as this would have appeared to encourage travel to the site from the south, a route that is incompatible with the requirements of traffic routing established by the original consent for the development. This sign has been deleted from the latest proposals and the sign has been removed on site.

(iii) Effect on residential amenity

7.7 The adverts are all non-illuminated and the nearest residential properties are located the opposite side of New Lane to the west, beyond the railway line to the east and further to the south in New Lane. These properties are not considered to be impacted by the proposed signage.

8. Conclusion

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

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/00111 subject to the following conditions

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

Site Location Plan Drawing No. DPO1-SMR-00-ZZ-DR-A-2301-S4 Rev P2
Signage Location Plan Drawing No. DPO1-SMR-00-ZZ-DR-A-2302-S4-Rev P5
Planning Statement Ref: 14697a dated 28th July 2023

Reason: - To ensure provision of a satisfactory development.