

Date: 28th July 2023
Your Ref: APP/23/00111
Our Ref: 14697a

DWD

Mr. David Eaves (Principle Planning Officer)
Havant Borough Council
Development Management
Public Service Plaza
Civic Centre Road
Havant PO9 2AX.

6 New Bridge Street
London EC4V 6AB
T: 020 7489 0213
F: 020 7248 4743
E: info@dwdllp.com
W: dwdllp.com

Dear David,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007

APPLICATION FOR ADVERTISEMENT CONSENT AT 32 NEW LANE, HAVANT, PO9 2NG

DWD is instructed by Amazon UK Services Ltd to submit an application for advertisement consent at the above site for the following signage:

“Display of 63 surface and pole mounted non-illuminated signs”

The application has been submitted via the Planning Portal and comprises this cover letter and the following documents:

- Application Form;
- Location Plan (DPO1-SMR-00-ZZ-DR-A-2301-S4 Rev P2);
- Proposed Signage Drawing (including Existing and Proposed Elevations) (DPO1-SMR-00-ZZ-DR-A-2302-S4 Rev P5); and
- Signage Pro Forma (09-12-2022).

Payment for this application to cover the requisite planning fee of £132.00 and Planning Portal administrative fee of £32.20 has been made online on the date of this letter.

The site benefits from detailed consent for a warehouse unit (Class B8) pursuant to consent ref: APP/21/00200 (dated 22nd October 2021).

More recently, an application for non-material amendment has been validated under ref: APP/22/00919, which seeks minor revisions associated with 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.

Proposed Development

The application seeks advertisement consent for 3 no. “Amazon” wordmark signage (AMZBL) on the northern, westerns and southern elevations of the property, together with operational signage on the northern and eastern elevations summarised below.

Eastern Elevation

- 12 x LBNO – Bay numbers
- 1 x DREST – Driver’s Rest
- 1 x YR – Yard Rules – LG/SM

Northern Elevation

- 2 x YR – Yard Rules – LG/SM

For details on the specification of the sign, please refer to drawing reference DPO1-SMR-00-ZZ-DR-A-2301-S4 Rev P5 and the accompanying Signage Pro Forma.

Advertisement consent is also sought for a series of directional signs comprising signage for:

- 2 x WELC – Welcome to Amazon
- 2 x WF1W – Way Finder
- 2 x VSDIR – Van Storage Direction
- 2 x VEHDR – Vehicle Directional
- 15 x 10MSB – 10MPH/Speed Bump
- 16 x ZEBRA – Zebra Crossing
- 1 x YR – Yard Rules – LG/SM
- 4 x PK – Parking

Please refer to the application form for the specification of each signage and please see drawing reference DPO1-SMR-00-ZZ-DR-A-2302-S4 Rev P5 for the locations of each proposed signage on site. For the avoidance of doubt, please note that none of the signs are proposed to be illuminated.

Planning Assessment

Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material and any other relevant factors. Part 2(a)(b) of Regulation 3 sets out these factors which include the characteristics of the locality, such as historic interest, and impact on public safety comprising the safety of persons using any highway and whether the display of the advertisement is likely to obscure the interpretation of a sign or hinder any device used for security and surveillance purposes.

The purpose of the “Amazon” wordmark signage on the property is to encourage visibility of the warehouse from New Lane road and estate road for vehicles accessing the site. The other proposed signs are intended to improve navigability within the application site and to make clear that there are specific accesses for different types of vehicles. As set out within the application paperwork, none of the signs are proposed to be illuminated. The signage is considered to be suitable given the site’s context in an industrial area and the size of the signage is in scale with the massing of the building and similar signage in the local area.

In relation to paragraph 136 of the NPFF (July 2021), the proposed advertisement(s) will not be detrimental to amenity of public safety, taking account of cumulative impacts, and should therefore not be subject to control.

In addition, it is considered that the signage complies with the Local Planning Authority’s design criteria set out within the Havant Borough Core Strategy, Policy CS16 ‘ High-Quality Design’, Havant Borough Local Plan (Allocations) July 2014, DM21 ‘Shopfronts, Signs, Security Shutters and Advertisement’. The signage has been sympathetically designed to respect the site’s context and its relationship to adjoining buildings and the surrounding area. The proposed signs are considered to have a negligible impact on the character of the local area.

We trust that the application includes sufficient information to enable it to be validated and should you require further information or clarification on any matter then please do not hesitate to contact me or my colleague Charlie Merry (charlie.merry@dwdllp.com).

Yours sincerely,



Serena Page BA MA (Cantab) MSc MRTPI
Partner
DWD Property+Planning
serena.page@dwdllp.com
02073322118