
Site Address:	32 New Lane, Havant, PO9 2NG		
Proposal:	Retention of 3 x non-illuminated direction operational signage on the western façade of the southern guard hut.		
Application Type:	Advertisement		
Application No:	APP/23/00617	Expiry Date:	12/09/2023
Applicant:	Amazon UK Services Ltd		
Agent:	C Merry	Case Officer:	Denise Sheath
	DWD LLP		
Ward:	Bondfields		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is located on the eastern side of New Lane, within a long established industrial area. The proposal is related to the guard hut located adjacent the entrance of the site.

2 Planning History

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/21/00506 - Application for Non-material change to Planning Permission
APP/16/00812 relating to alteration of 2No. loading bays to incorporate dock levellers.
PERM - 02/07/2021

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/23/00111 - Display of 63 surface and pole mounted non-illuminated signs. - **Application Not Determined at present**

APP/23/00537 - Proposed external site alterations comprising the installation of height restrictor, welfare unit and maintenance shed. - **Application Not Determined at present**

3 Proposal

Retention of 3 x non-illuminated direction operational signage on the western façade of the southern guard hut.

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

Hampshire Highways

In regard to application APP/23/00617, there is no objection to the signage proposals from a highway perspective.

The signs are located in an internal position of the site on the western facade of the southern guard hut, and are not obstructive to either visibility or movement.

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: 23

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
- (i) Visual amenity

7.2 The proposal is for the retention of 3No. directional signs which are attached to the western elevation of the southern guard hut which is set back 34.5m from the entrance of the application site and 39m from the Highway of New Road. All three of the proposed signs are non-illuminating and have the same dimensions (1.3m width, a 0.4m height and a 0.003m depth), they are aluminium in material, with white lettering upon a blue background.

7.3 Overall it is considered that the proposed signage would not be overly prominent or harmful to the visual amenity of this industrial area and would be compliant with Policy DM21.

- (ii) Highway safety

7.4 The signs are located to the western elevation of an internal building within the southern area of the site, and are not obstructive to either visibility or movement to users of the highway.

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/23/00617 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the

Planning and Compulsory Purchase Act 2004.

- 2 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-P2 -
Received 04 August 2023

Proposed Signage - Drawing No. DPO1-SMR-00-ZZ-DR-A-2303-S4-P1 -
Received 04 August 2023

Signage Pro Forma - Drawing No. DPO1 App2 - Received 04 August 2023

Reason: - To ensure provision of a satisfactory development.