
Site Address:	Unit 8, 1 Selbourne Road, Havant, PO9 1ND		
Proposal:	Display of 3No. internally illuminated fascia signs.		
Application Type:	Advertisement		
Application No:	APP/22/01040	Expiry Date:	23/12/2022
Applicant:	Next Retail Ltd		
Agent:	Mrs Child	Case Officer:	Denise Sheath
	Q+A Planning Ltd		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The unit lies to the west of the existing Solent Retail Park and comprises an area of 1.47ha of previously development land bounded by Selbourne Road (to the east), Brockhampton Lane (to the north/west) and Solent Road (to the south). Residential properties lay to the south and west of the application area, which are within the southern section of the Brockhampton Conservation Area; to the south the former ICTS industrial premises and the Tesco retail store and petrol filling station; and to the east is the Solent Retail Park with its associated car park. The site is tapered in form, with the depth north-south greatest at the point adjacent to Selbourne Road, and becoming narrower as it approaches the junction of Brockhampton Lane with Solent Road.

2 Planning History

APP/16/00018 - Application for non-material change to Planning Permission
APP/15/01180 relating to reduction in number of windows to be installed from three to two. PERM - 02/02/2016
APP/16/00481 - 4No. non illuminated trolley bay graphics to four existing trolley bays, 1No. internally illuminated signage at first floor level located within the unit and 1No. opaque grey film to portion of glazing of shopfront. PERM - 21/06/2016
APP/18/00901 - Reconfiguration of existing ground floor level to create a 47 sqm Travel Agency concession. PERM - 02/11/2018
APP/20/00688 - Removal of Condition 3 of Planning Permission 06/68908/012 relating to floorspace use. REF - 23/04/2021

3 Proposal

Display of 3No. internally illuminated fascia 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

Engineering/Drainage

No comments received

Environment Agency

No comments received

Hampshire Highways

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

The application proposes to replace the three existing internally illuminated fascia signs on the front and side elevations with replacement signs of a similar size in the same locations. The proposed changes in signage would be unlikely to create a significant distraction to drivers and as such the Highway Authority would recommend - No objection subject to following luminance condition:

The illumination of the consented signs shall be no greater than 600 candela per square metre and no light source shall be visible from the highway.

Reason: In the interests of highway safety.

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: 38

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 and Residential Amenity
- (ii) Highway safety

(i) Visual and Residential Amenity

7.2 The signs are considered appropriate in terms of size, scale and design located within a retail area. The level of illumination proposed to the internal sign does not result in significant levels of light pollution and does not have a detrimental impact on the amenity of the local area. It is not considered that the proposed signage to the building will cause any detriment to the amenities of residents of the area, given that this is a well lit location and it includes signage expected within a vibrant and active retail area, and therefore complies with policy CS16 of the Havant Borough Core Strategy and DM21 of the Allocations Plan.

(ii) Highway safety

7.3 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.

8. **Conclusion**

8.1 It is considered that the proposed signage is reasonable in terms both of the impact on the visual amenities of the streetscene, and the impact on users of the adjacent highway. As such, the proposal accords with policies CS16 of the Havant Borough Core Strategy and DM21 of the Allocations Plan

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/01040 subject to the following conditions

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

Application Form - Received 01 November 2022

Planning Statement - Received 01 November 2022

Location Plan - Received 01 November 2022

Block Plan - Received 01 November 2022

Applications Drawing Pack - Received 01 November 2022

Reason: To ensure provision of a satisfactory development.

- 2 The intensity of illumination shall not exceed 600 candelas per m² and no light source shall be visible from the highway.

Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).