
Site Address:	Units 1&2, Velocity, 1 Stanbridge Road, Havant, PO9 2NS		
Proposal:	Retention of Display of 1No. internal illuminated logo sign; 4No. non-illuminated fascia signs; 3No. non-illuminated wayfinding signs; and 5 flag poles.		
Application No:	APP/21/00074	Expiry Date:	22/03/2021
Applicant:	Mr J Bailey		
Agent:	Mr Sean Jackson	Case Officer:	Tina Pickup
Ward:	Bondfields		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Outline planning permission was granted under ref APP/15/00824 in June 2015 for the redevelopment of the site with up to 11,363 sqm of industrial and warehouse development. The subsequent Reserved Matters application, APP/16/00812, approved 3No. units, laid out with units 1 and 2 attached, and unit 3 slightly detached. These have now been constructed on site, with the site being named "Velocity"; Units 1 and 2 have been occupied as a single unit by Sartorius, who have also submitted another current planning application APP/20/01154 that seeks to vary the reserved matters layout for their needs in relation to parking/servicing/air con units and some minor elevation changes.

The site is located off New Lane, at the end of Stanbridge Road and backs onto the railway line, beyond which are the residential properties in Nutwick Road. The 3 new units are constructed of dark grey cladding with paler grey feature eaves line, roller doors etc and glazed areas to the internal office, stairwell areas, predominantly on the northern elevation and corners, fronting Stanbridge Road. A new 3m high acoustic fence/barrier was part of the noise mitigation strategy of the reserved matters application and has been provided along the eastern boundary of the site with the railway line and landscaping has been implemented.

Signage has already been erected at Units 1 and 2, and this application seeks advertisement consent for the retention of the display of 1No. internal illuminated logo sign and 4No. non-illuminated fascia signs on the building itself; and 3No. non-illuminated wayfinding signs at the edge of the internal access road; and 5 flag poles sited within a landscaped area adjacent the service/access area to the rear. Generally they need advertisement consent by virtue of their size and height on this large building.

2 Planning History

Other current application on the site:

APP/20/01154 - Variation of Condition 1 of Reserved Matters planning permission APP/16/00812 in relation to changes to elevations and car parking layout changes - not yet determined

3 Proposal

Retention of Display of 1No. internal illuminated logo sign; 4No. non-illuminated fascia signs; 3No. non-illuminated wayfinding signs; and 5 flag poles.

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)
DM10 (Pollution)

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

Environmental Health Manager

No adverse comments to make with regard to the signage and flagpoles

Hampshire Highways

The proposed signage will be located within the site and therefore outside of the adopted highway. The Highway Authority therefore raise no objection to the proposals

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: 62

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
Concerns over lighting. It seems you haven't waited and have placed the signs and flags already. The security lights already beam directly onto my property, making it almost daylight, blackout blinds make no difference as it is so close, one of the lights is on all day, I am unhappy about this and object to more light being added. I am also concerned over the amount of noise that is going to be produced, I also have concerns about how close the 'smoking area' is going to be to my property, I object to the stench of cigarettes near my property. Can you plant large trees at the bottom of your property as this will help.	The lighting strategy at the site was approved as part of Reserved Matters application APP/16/00812 and is not part of this advert application The additional illuminated sign is backlit only on the east elevation of the building with illuminance level of 48cd/m2 - this will not shine into dwellings 55m away Noise from flagpoles must be considered, otherwise noise and smoking impacts not for consideration under an advert application - see section 7 below

7 **Planning Considerations**

- 7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration. Case Law notes that the actual content of the display of a sign is not a relevant consideration and therefore objections may not be made to the content of an advertisement, its actual wording, message or graphic design.

(i) **Impact on Amenity**

The proposed signs on the building are of an appropriate scale to the host building and suitably visually appropriate in context of the site and area. The wayfinding signs are functional and sited on the edge of the internal access road to direct drivers; they would not be visible to anyone outside the site and are visually acceptable. The flag poles are 8m high and grouped together such that they can be seen obliquely from the Stanbridge Road entrance to the site. Since the building is some 13m high these are considered appropriate in height and scale. The residential properties to the rear are separated by a 3m high acoustic fence and railway line so any views of the signs and flagpoles would only be from internal upper floor rooms. Visually the signage is considered appropriate and not harmful to amenity or result in visual clutter.

It is however noted that the flagpoles can be slightly noisy; the ropes on the supporting poles bang repeatedly in windy weather. Environmental Health were consulted due to this potential issue but noted they have not received any noise complaint and with the separation distance, presence of acoustic barrier and railway line the actual noise nuisance would be likely to be minimal; they therefore raise no objection.

The third party objection relates to lighting, which is not part of this advert application other than the back lighting of one fascia sign on the building. This is sufficiently modest and distanced not to cause the alleged beaming into bedrooms. Any lighting pollution concerns would be a matter for Environmental Health to investigate under their separate legislation; but the lights on site all appeared to be appropriate led down lighters.

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

(ii) Impact on Public Safety

The application site is located in a backland position away from the New Lane and Stanbridge Road and as such would not represent a distraction to drivers. The signs would help to identify the business for visitors in an appropriately discreet way. It is not considered that the proposed signage would negatively impact highway safety for either vehicles, cyclists or pedestrians, in accordance with Policy DM21.

8. Conclusion

The proposed signs and flagpoles are considered to be acceptable in context of the scale and siting of this large industrial premises and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/00074 subject to the following conditions

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

Location Plan Drg No 14021/TP/005 Rev A

Site Plan Drg No PL P00 SP Rev 2

Existing and Proposed East Elevation Drg No PLE02 Rev 1

Existing and Proposed West Elevation Drg No PLE04 Rev 1

Reason: - To ensure provision of a satisfactory development.