
Site Address: 8 Park Way, Havant, PO9 1HH
Proposal: Retrospective application for display of 2No. Internally LED illuminated flex face box signs complete with dibond backing panels, digitally printed and matt laminated flex face skin & bird spikes; 3No. Sets of externally applied digitally printed & gloss laminated window vinyls.
Application No: APP/20/00231
Applicant: B&M
Agent: Miss Wheal
Ward: St Faiths
Expiry Date: 09/09/2020
Case Officer: Bee Crawford
Sapphire Signs

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a double unit located within the Central Retail Park on Park Way in Havant Town Centre. There is a car park for use by customers for all the units which has pedestrian access to the adjacent park and other parts of the town centre. To the south of the site is a drive through restaurant and a further two smaller retail units. To the west of the unit is the rear service road with residential properties in Cross Way and North Way beyond, the train line lies to the north and Havant Park is to the east.

2 Planning History

None relevant to this application.

3 Proposal

- 3.1 The application is for the retention of 2 No. Internally LED illuminated flex face box signs complete with dibond backing panels, digitally printed and matt laminated flex face skin and bird spikes; 3No. Sets of externally applied digitally printed and gloss laminated window vinyls.

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)
CS17 (Concentration and Distribution of Development within the Urban Areas)
DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1	(Presumption in Favour of Sustainable Development)
DM21	(Shopfronts, Signs, Security Shutters and Advertisements)
AL3	(Town, District and Local Centres)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Highways

The proposed signage does not appear to impact on the public Highway. The Highway Authority therefore raises no objection to the application, subject to the following condition:

The illumination of the consented sign(s) shall be no greater than 600 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity.

Officer comment: Information submitted from the agent confirms the illuminated advertisements will not exceed 500 candela per square metres. A condition is recommended to reflect this.

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: 7

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
- (iii) Effect upon residential amenity

(i) Visual amenity

- 7.2 The proposed signs would be located in an established purpose built retail park which is characterised by commercial premises and therefore existing signage of similar styles and sizes. The proposal is to retain the existing signage of 2 internally LED illuminated flex face box signs, digitally printed and matt laminated flex face skin and 3 sets of externally applied digitally printed and gloss laminated window vinyls. The signage is in context with the size of the retail unit frontage and consequently is not considered to have an adverse impact on the street scene.
- 7.3 It is considered the proposal would 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

- 7.4 The proposal was assessed by Hampshire Highways and no objection was expressed subject to the proposed level of illumination not to exceed 600cd/m². The submitted details confirm the level of illumination as 500cd/m² and a condition is recommended to reflect this. It is therefore considered that the proposed illumination subject to the recommended condition would not unduly impact on highway safety and therefore would comply with DM21 of the Havant Local Plan.

(iii) Effect on residential amenity

- 7.5 The unit is on the north western side of the retail park and would be approximately 70m from the nearest residential dwellings to the south which are judged to be a sufficient distance away for any impact to be negligible. As the site is situated in a designated commercial centre, 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).

8. Conclusion

- 8.1 The 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 Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00231 subject to the following conditions

- 1 No part of the canopy/fascia shall be illuminated other than as hereby permitted.

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

- 2 The illumination of the proposed sign shall be of a non-intermittent type.

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

- 3 The intensity of illumination shall not exceed 500 candelas per m2.

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

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

Location plan
Existing site visuals
Proposed front elevation plan
Proposed signage details i
Proposed signage details ii
Proposed signage details iii
Supporting information dated 11-03-2020

Reason: - To ensure provision of a satisfactory development.