
Site Address:	Pipers Wood Industrial Park, Waterberry Drive, Waterlooville		
Proposal:	Display of 1No. portrait totem sign and 1No. replacement directory sign.		
Application No:	APP/19/01144	Expiry Date:	14/01/2020
Applicant:	Mr O'Flaherty Collingwood Rigby LLP		
Agent:	Mr Beavan Savills	Case Officer:	Selina Donophy
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

This application site is the Pipers Wood Industrial Park, located along Waterberry Drive, to the West of Eletttra Avenue. The industrial park hosts various industrial units and lies to the East of undeveloped agricultural land.

2 Planning History

No relevant planning history

3 Proposal

Display of 1No. portrait totem sign and 1No. replacement directory sign.

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

AL1	(Presumption in Favour of Sustainable Development)
DM21	(Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Environment Agency

No comments received

Hampshire Highways

The proposed signage is not proposed in positions that would interfere with junction visibility splays and is unlikely to be a significant distraction to drivers. I therefore confirm the Highway Authority have no objection.

Property Services Manager, Corporate Group

The two signs are not going to be located on Havant Borough Council Land so therefore we have no comments to make on the application.

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

Comment	Officer Comment
No comments received	

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 This proposal consists of the erection of two signs within Pipers Wood Industrial Park- one totem sign and one directory board sign. The totem sign would be positioned at the entrance to the industrial park at the junction of Elettra Avenue and Waterberry Drive and the (replacement) directory board would be located on the Southern side of Waterberry Drive and would replace an existing sign. Both signs would be non illuminated with single sided displays and would show industrial park branding. The totem sign would have a height of 3.05 metres and a width of 1.5 metres and the directory board would have a height of 2.44 metres and a width of 1.22 metres.

The site is located within a designated industrial area where this form of signage is not out of character with the immediate locality. The proposed directory board would replace the existing directory board which is of similar dimension and is considered to be reasonably modest in design. The totem sign situated off Elettra Avenue will have a significant height, however is not deemed to be out of keeping in an industrial park environment such as this. Additionally as these signs are not to be illuminated they would not contribute any excessive light pollution nor harm to the appearance of the area, therefore they are deemed to be compliant with Policy DM21 of the Havant

Borough Local Plan (Allocations).

- 7.3 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).

(ii) Highway safety

- 7.4 Hampshire Highways has been consulted in regards to this proposal and have stated that the signs would not act as a distraction to passing traffic, therefore they have confirmed no objection towards the scheme. It is also noted that there is only one additional sign proposed, which would not be illuminated, further mitigating against potential for distraction from the highway.

(iii) Effect on residential amenity

- 7.5 The proposed signage is deemed to have a minimal impact upon residential amenity. Industrial and business units surround the proposal sites to the North, South and West along Waterberry Drive and to the East lies a large car park. There are no residential properties within the immediate vicinity of the proposal site.

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 Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/01144 subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Location plan received 20.11.2019
Proposed signage (directory) received 20.11.2019
Proposed signage (portrait totem) received 20.11.2019
Reason: - To ensure provision of a satisfactory development.