
Site Address:	Central Retail Park, 12 Park Way, Havant, PO9 1HH		
Proposal:	Display of 2No. wall mounted casement internally illuminated signs, 1No. vinyl non-illuminated sign, 1No. welcome non-illuminated sign, 1No. delivery sign & 1No. delivery directional sign.		
Application No:	APP/19/00844	Expiry Date:	15/10/2019
Applicant:	Mr Pannell Aldi Stores Ltd - Sheppey		
Agent:	Mr Chow The Harris Partnership	Case Officer:	Ross Leal
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is located within the Central Retail Park on Park Way in Havant Town Centre and is a retail unit which is currently unoccupied but will be occupied by Aldi. The retail park currently comprises 4no. occupied retail units, which are designated as a primary shopping frontage. 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 thru restaurant and a further two, smaller retail units. To the rear/west of the units is the service road accessing the rear elevations of each unit. To the north of the development is the train line and to the west are residential properties in Cross Way and North Way.

As part of application APP/18/00812, permission was granted for the subdivision of what was formerly unit 6 and is now separate retail units to be occupied by both Wickes and the retailer, Aldi. The application granted permission for the creation of a new entrance and the formation of a new metal framed signage feature with timber panel inserts at what is the current application site.

2 Planning History

07/72171/000 - Display of 1No. illuminated fascia sign and 13No. non-illuminated fascia and panel signs to front elevation; 1No. non-illuminated fascia sign to east elevation. , PERM,10/05/2007

07/72171/001 - Proposed relocation of 'Goods In' door, Unit 6 (Wickes) Central Retail Park, Park Way, Havant., PERM,10/07/2007

07/72171/002 - Display of non-illuminated wall mounted box sign and poster box to front elevation., PERM,16/07/2007

07/72171/003 - Erection of security netting to existing garden project centre., PERM,12/12/2007

APP/10/00578 - Removal of Condition 1 of Planning Permission 06/59412/007 to allow for more than 4,647sqm (gross) of retail floorspace to be used for the sale of non bulky comparison goods., PERM,30/11/2010

APP/12/01270 - Variation of Condition 18 of Planning Permission 04/59412/002 relating to restrictions on delivery hours for units 4 and 5 (Aldi)., REF,07/03/2013

APP/14/01039 - Variation of Conditions 18 and 19 of Planning Permission 04/59412/020 to reduce restrictions on opening hours and delivery hours to units 4 & 5 (Aldi)., PERM,02/01/2015

APP/18/00812 - Variation of Condition 3 of Planning Permission 06/59412/007 to increase the total amount of floor space for the trading of food retail from the retail park. Proposed single storey extension to rear to create a new loading area; alterations to fenestration and site layout following sub division of Unit 6 to create two separate units. Alterations to car park. (Approved 25/10/2018). Request to discharge condition No. 8 (07/10/2019)., PERM,25/10/2018

APP/19/00069 - Application for non-material amendment to Planning Permission APP/18/00812 relating to canopy and fenestration to the east elevation. , PERM,06/02/2019

APP/19/00235 - Application for non-material change to Planning Permission APP/18/00812 relating to relocation of 2no. fire doors and small increase in roof height., PERM,27/03/2019

APP/19/00402- Display of 1 No. part illuminated flexface sign, 2 No. sets of product letters and 2 No. poster frames. (Formerly known as unit 6). PERM, 05/06/2019

3 Proposal

Display of 2No. wall mounted casement internally illuminated signs, 1No. vinyl non-illuminated sign, 1No. welcome non-illuminated sign, 1No. delivery sign & 1No. delivery directional 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)
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)
AL2	(Urban Area Boundaries and Undeveloped Gaps between Settlements)

Listed Building Grade: Not applicable.

Conservation Area: Black Dog

5 **Statutory and Non Statutory Consultations**

Hampshire Highways

In view of the proposed low level of illumination and simplicity of message I confirm the Highway Authority are of the view a distraction to drivers is unlikely and therefore confirm they have no objection to this proposal.

Property Services Manager, Corporate Group

Estate Team have no comment.

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: 11

Number of site notices: At least one site notice exists - check the number.

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 The current proposal would see the erection of a single faced Aldi logo sign in an aluminum signcase on the South elevation, 6.39m in width and 2m in height, fixed to the external wall. The sign, during operating hours, will have a static internal LED illumination with an illuminance level of 33 cd/m². The maximum symbol height will be 85cm.

- 7.3 The second proposed sign at the site would be a non-illuminated Aldi logo sign on the South elevation, 1.48m in height and 1.24m in width, with a maximum symbol height of 0.6m.

Sign three is a non-illuminated welcome vinyl sign on the glazing, located on the south elevation, 2.2m in height and 0.52m in Width with a maximum symbol height of 7cm.

Sign four is a single faced delivery sign fixed to the loading dock shelter, 0.25m in height and 1.5m in width, with a maximum symbol height of 0.15m.

Sign five is a single faced Aldi logo sign in an aluminum signcase fixed to the external wall, on the east elevation, 6.39m in width and 2m in height and a maximum symbol size of 0.85m. During trading hours this sign will have a static illumination with an illuminance level of 55.7 cd/m².

Sign six is a single faced aluminum Aldi delivery sign, fixed to the fence, with a height of 0.2m and 0.5m in width, this sign will be non-illuminated and a maximum symbol height of 7cm.

- 7.4 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

- 7.5 The proposal was assessed by Hampshire County Highways and no objection was expressed. In view of the proposed low level of illumination it is unlikely that a distraction to drivers will occur and would not have an unduly impact on highway safety and therefore would comply with DM21 of the Havant Local Plan (Allocations) 2014.

(iii) Effect on residential amenity

- 7.6 The retail unit is set to the northern end of the retail park and would be approximately 110m from the nearest residential dwellings. In light of the small scale nature of the changes to signage compared to the existing development in the retail park, the low level of illumination and the distance from the nearest residential dwellings, it is considered that no undue harm to residential amenity would occur and so the advertisements would comply with Policies CS16, DM10 relating to pollution and DM21 of the Havant Local Plan (Allocations) 2014.

8. Conclusion

- 8.1 The proposed signs/sign are/is 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/19/00844 subject to the following conditions:

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

Advert details dated 05/08/19

Location/site plan drawing number 2743-SHP-101

Proposed Advertisement locations drawing number 2743-SHP-150

Proposed advertisement locations drawing number 2743-SHP-151

Proposed advertisement details drawing number 2743-SHP-152

Reason: - To ensure provision of a satisfactory development.

- 2 No part of the signs 1 and 5 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 Local Plan (Allocations) 2014 and the National Planning Policy Framework.

- 3 The illumination of the proposed signs 1 and 5 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 Local Plan (Allocations) 2014 and the National Planning Policy Framework.

- 4 The intensity of illumination shall not exceed:

Sign 1 - 33 candelas per m2.

Sign 5 - 55.7 candelas per m2.

unless otherwise agreed in writing by the Local Planning authority.

Reason: In the interests of the amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.

- 5 The adverts hereby approved shall only be illuminated during store opening times.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.