
Site Address:	Unit 6, 1 Selbourne Road, Havant, PO9 1ND		
Proposal:	Display of 3No. internally illuminated static fascia signs and 1No. non-illuminated fascia sign.		
Application No:	APP/17/01325	Expiry Date:	05/02/2018
Applicant:	Pets at Home Plc		
Agent:	Miss Burkart	Case Officer:	Emma Chisnall
	Image Technique Ltd		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 Unit 6, 1 Selbourne Road, Havant, PO9 1ND is a unit within the Solent Road Retail Park. This section consists of 7 adjoined retail units with associated parking and service areas. The Retail Park is located to the west of the main Park Road South which connects Havant Town Centre with the A27 Junction and Hayling Island beyond. The site lies within the identified Havant Town Centre boundary.

2 Planning History

08/73273/000 - Installation of air conditioning condensers to rear elevation. (Retrospective.), PERM,22/09/2008
08/73273/001 - Display of 1No. internally illuminated fascia sign and 4No. non-illuminated poster frames to front elevation and 1No. non-illuminated deliveries panel to rear elevation. , PERM,22/09/2008
APP/11/01371 - Installation of photo voltaic panels to roof of existing buildings., PERM,01/11/2011
APP/16/00836 - Installation of 16No. air conditioning units, gas bottle storage unit, fire escape staircase and fire exit door., PERM,23/09/2016
APP/16/00639 - Installation of mezzanine floor for retail and/or pet care treatment and grooming facility (sui generis)., PERM,19/08/2016
APP/17/01175 - Application for the installation of a mezzanine floor to be used for retail and / or a pet care, treatment and grooming facility (sui generis)., PERM, APP/17/01204 - Installation on rear elevation of 11no. air conditioning units within a paladin fence enclosure and gas bottle storage unit for 3no. gas bottles., PERM,

3 Proposal

- 3.1 Display of 3No. internally illuminated static fascia signs and 1No. non-illuminated fascia sign.

4 Policy Considerations

National Planning Policy Framework 2012

Advertisement Regulations

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways

No adverse 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: 2

Number of site notices: Not applicable.

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 It is considered that the associated signs in this location would not be detrimental to the character of this locality; which is urban in nature and features a range of commercial buildings and signage. The existing site has a number of signs already in place and the propose seeks to alter the design of these and how they are illuminated by using LEDs. The additional signs proposed are modest in size and are considered to not result in a significant additional impact to the visual amenity of the area.

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 The proposed signs are located within the Pets at Home unit and are located an acceptable distance away from Solent and Selbourne Road. There are no highway objections to the proposal in terms of road safety however the illumination levels shall be conditioned to be no greater than the standard accepted level of luminance for signs adjacent to highways and shall be conditioned to only be illuminated during store opening hours.

(iii) Effect on residential amenity

- 7.5 It is considered that the proposed signs would not cause an unacceptable degree of detriment to the amenities of the residential dwellings to the rear. The closet of the dwellings are located on the opposite side of Brockhampton Lane and would be sufficiently distanced from the application and the signs which are proposed to the front of the store only. This is considered to be sufficient in terms of both visual amenities and acceptable levels of light pollution.

8. Conclusion

- 8.1 In conclusion, the application site is within the urban area and it is considered that the signage is acceptable as it will relate satisfactorily to the surrounding sites including the residential properties. As such the development is considered to accord with the requirements of policies CS16 and DM10 of the Core Strategy and the application should be granted advertisement consent.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/01325 subject to the following conditions:-

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

Planning Statement: Received 11.12.2017

Block Plan: Reference OI1185450

Proposed Elevation Plans: Drawing No pah/havant/proposal Rev A

Proposed Floor Layout and Side and Rear Elevations: Drawing No 5635/11

Reason: - To ensure provision of a satisfactory development.

- 2 The illuminated signs hereby granted Advertisement Consent shall only be illuminated during store opening hours.

Reason: In the interests of the character and visual amenities of the area and having due regard to policies CS16 of Havant Borough Local Plan Core Strategy 2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014 and the NPPF

- 3 The intensity of illumination shall not exceed 300 candelas per m2.

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