
Site Address:	DWP Havant, 12C Solent Road, Havant, PO9 1JT		
Proposal:	3No. illuminated fascia signs; 4 No. non-illuminated fascia signs; 1No. non-illuminated window graphic.		
Application No:	APP/17/00902	Expiry Date:	13/10/2017
Applicant:	DWF Havant		
Agent:	Mr Harrison	Case Officer:	Bee Crawford
	Sapphire Signs		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site forms part of a modern purpose built retail park which has been recently completed. It is a single storey flat roofed unit in a block of three, with a large Tesco store with associated car park and petrol station to the east, a recently completed phase of the retail park opposite and the adjoining unit to the west. The area is of medium density predominantly consisting of purpose built two storey commercial units, with some residential to the west, adjacent to Brockhampton Conservation Area.

2 Planning History

APP/16/00161 - Redevelopment of site to provide up to 948sq.m (gross internal) of Class B1c (light industry) and/or Class B2 (general industrial) and/or Class B8 use (storage and distribution) and/or Class A1 (retail), to include ancillary trade counters and Class B1a use (offices), with associated access, car parking and landscaping, permitted 18/04/2016.

APP/16/01162 - Display of 1No. internally illuminated double-sided totem sign, permitted 22/12/2016.

3 Proposal

- 3.1 The proposal is for 3 No. illuminated fascia signs; 4 No. non-illuminated fascia signs/banners; 1 No. non-illuminated window graphic. At the time of the Officer's site visit the signs were in situ.

4 Policy Considerations

National Planning Policy Framework
Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways

No adverse comment.

FAO Conservation Officer, Development Control

The proposed signage is located close to but outside the Brockhampton Conservation Area. This type of signage is typical for a retail development and as such it would not appear out of keeping. The signage would therefore not have an adverse impact on the setting of the nearby conservation area. No conditions.

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: 3

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

(i) Visual Amenity

7.2 The application site is on the southern side of Solent Road and the signs are situated on the northern and eastern elevations of the unit and visible from the public realm. The application site has recently been completed and forms part of the expansion of an established purpose built retail park. The signs, banners and graphics are aluminium, acrylic, pvc and vinyl lettering. They are in context to the immediate vicinity and it is therefore judged would not have an adverse impact on the streetscene. It is considered the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

- 7.3 The Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety.

8 Conclusion

- 8.1 The application is considered to be acceptable and is recommended for approval.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00902 subject to the following conditions

- 1 (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

(b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
(c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 No part of the 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)
- 3 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)

- 4 The intensity of illumination shall not exceed 200 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).
- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan

Block plan

Drg no. 1 Photograph of front elevation

Drg no. 2 Aerial location plan

Drg no. 3 Proposed front and side elevations plan

Drg no. 4 Proposed front elevation plan and signage details

Drg no. 5 Proposed front elevation plan and signage details

Drg no. 6 Proposed front elevation plan and signage details

Drg no. 7 Proposed side elevation plan and signage details

Reason: - To ensure provision of a satisfactory development.