

DELEGATED OFFICER REPORT

Site Address:	Apollo Fire Detectors Ltd, 36 Brookside Road, Havant, PO9 1JR		
Proposal:	Display of 1No. back lit illuminated fascia sign to front elevation.		
Application Type:	Advertisement		
Application No:	APP/24/00608	Expiry Date:	20/11/2024
Applicant:	Mr C Marshall		
Agent:	Mr P Broggan	Case Officer:	Denise Sheath
	Fingerprint Studios Architects		
Ward:	Bedhampton		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site relates to a large industrial site located within the Broadmarsh industrial area. The site lies to the north east of the newly upgraded roundabout of Brockhampton Road and Brookside Road; and lies immediately south of the A27. The existing buildings on the site comprise 2 halves - the western half is a two storey grey clad warehouse style unit which is linked to a three storey brick and clad building that is more office style. A single access serves the site off Brookside Road with large parking area to the front (south). The site is bounded by chain link fence with a grass strip and boundary trees. To the west, the bridge of Brockhampton Road is higher than the site and there is some mature tree screening along this western boundary.

The area is predominantly industrial in nature, with various sized buildings and large areas of hard standing used for parking and storage. On the south side of Brookside Road there are however are a small number of residential properties.

2 Planning History

96/58192/002 - 5 total non-illuminated signs to north, south and west elevations of building 1, 2 total non-illumination signs to north and east elevations of building 2, 3 illuminated signs to south elevation of building 1 and 2 illuminated signs to south elevation of building 2. PERM - 23/08/1996

94/58192/001 - Refurbishment (including recladding) and extension of existing buildings and formation of additional car parking areas. PERM - 17/11/1994

93/58192/000 - For Sale banner on north elevation fronting the A27. PERM

07/58192/003 - Display of non-illuminated monolith sign (height 2.07m) on corner of Brookside Road and Brockhampton Road. PERM - 21/09/2007

APP/12/00541 - Construction of two storey extension to west elevation to accommodate new lift shaft. PERM - 19/07/2012

APP/13/00029 - Display of 2No. illuminated fascia and 1No. non-illuminated fascia signs. PERM - 11/03/2013

APP/14/00056 - Application for Certificate of Lawfulness of proposed development relating to installation of solar panels to 3No. roof areas and associated equipment. WD - 27/02/2014

APP/14/00169 - Installation of solar panels to roof. PERM - 21/03/2014

APP/16/00351 - Lawful development certificate for the siting of portacabin unit containing 6 showers for employees use. WD - 05/05/2016

APP/16/00479 - Installation of 1No. portacabin. PERM - 10/06/2016

APP/19/00252 - Erection of an industrial building ancillary to existing operations at Apollo Fire Detectors Ltd. for a period of 1 year. TPP - 18/04/2019

APP/22/00172 - Outline Planning Application for Phased demolition of existing buildings and the erection of new flexible use employment floorspace (Use Classes E(g)(i)-(iii)/B2/B8) and ancillary uses (Use Classes E(b), E(d) and E(f)); and associated works. All matters reserved except Access.(22.12.23). Request to discharge conditions 5, 6, 8, 10, 12, 24, 25, 26, 28, 29, 32, 33 and 36 (Rcvd 02.01.24). Request to discharge conditions 5, 10, 12, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 36, 37, 38, 39, 45 (Received 29.03.24). Request to discharge condition 24 (Received 12.09.24). PERM - 22/12/2023

APP/16/00479 - Installation of 1No. portacabin. PERM - 10/06/2016

APP/24/00058 - Application for non-material amendment to planning permission

APP/22/00172 relating to condition 35 BREEAM. PERM - 12/04/2024

APP/24/00607 - Erection of structural canopy to front elevation. DEL

3 Proposal

Display of 1No. back lit illuminated fascia sign to front elevation.

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)

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

Hampshire Highways

In regard to application APP/24/00608, the information supplied has been reviewed and there is no objection from a Highways perspective. Should the Planning Authority be minded to grant

permission, we would ask for the following condition to be imposed:

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

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: 9

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 fascia sign would be situated on the southern front entrance of the warehouse (facing onto an internal car park area). The proposed sign would have a height, width, and depth of approximately 2m, 1m, and 0.5m respectively. The proposed sign would be constructed with an aluminium material, the proposed lettering of the sign is to be back lighted red with led. In terms of the content of the sign, it would comprise a grey background with red lettering. The proposed sign would be at first-floor level above the existing ground entrance to the warehouse.

7.3 The proposed fascia sign is typical of that in an industrial estate and would be in keeping with the existing branding, design and signs used across the site. Given the character of the locality, the proposed sign is not considered to be inappropriate in nature nor scale. The proposed sign would not result in the cluttered appearance either on the existing building nor the wider streetscene. It is considered that the proposed sign would not have an adverse effect to / impact on the amenities of the nearby employment, nor the visual amenities of the wider locality. As such, the proposed sign would meet the requirements of Policy CS16 in the Havant Borough Local Plan (Core Strategy) 2011 and Policy DM21 in the Havant Borough Local Plan (Allocations Plan).

(ii) Impact on Highway safety

7.4 The signage is located off the public highway and does not have an impact on any footway or cycleway facilities. The Highway Authority raises no objection to the proposed development and have recommended a condition is placed upon any permission to ensure that the proposed illumination of the sign is no greater than 600 candela per square metres and no light source shall be visible from the highway

(iii) Effect upon residential amenity

7.5 The proposed signage is not considered to have a detrimental impact on the amenities

of nearby residential properties. There are publicly maintained street lights close to the site which will lessen any potential and/or perceived impact from any proposed illumination level.

8. Conclusion

- 8.1 The proposed sign is considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/24/00608 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 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application Form - Received 25 September 2024

Proposed Location and Block Plan - Drawing No. 20 REV 02 - Received 25 September 2024

Proposed South Elevation - Drawing No.23 REV 01 - Received 25 September 2024

Proposed Advertisement - Drawing No. 29 REV 01 - Received 25 September

2024

Reason: - To ensure provision of a satisfactory development.

- 3 The intensity of illumination shall not exceed 600 candelas per m2.
Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 4 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for business.
Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.