

## DELEGATED OFFICER REPORT

---

|                   |                                                                                                                       |               |               |
|-------------------|-----------------------------------------------------------------------------------------------------------------------|---------------|---------------|
| Site Address:     | 12A-12B Solent Road, Havant, PO9 1JH                                                                                  |               |               |
| Proposal:         | Display of 1No. non-illuminated fascia sign; 1No. illuminated fascia sign and 1No. non-illuminated freestanding sign. |               |               |
| Application Type: | Advertisement                                                                                                         |               |               |
| Application No:   | APP/24/00719                                                                                                          | Expiry Date:  | 17/10/2024    |
| Applicant:        | Salvation Army Trading Company Ltd                                                                                    |               |               |
| Agent:            | Mr Magnani<br>Donani Design                                                                                           | Case Officer: | Denise Sheath |
| Ward:             | Bedhampton                                                                                                            |               |               |

Recommendation: **GRANT ADVERTISEMENT CONSENT**

---

### 1 **Site Description**

The application site forms part of a modern purpose built retail park. 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.

### 2 **Planning History**

None relevant

### 3 **Proposal**

Display of 1No. non-illuminated fascia sign; 1No. illuminated fascia sign and 1No. non-illuminated freestanding 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)

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**

#### Recommendation

The Highway Authority raise no objection to the proposed advertisement subject to the imposition of the following condition:

The illumination of the consented signs 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: 45

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 application site is on the southern side of Solent Road. The proposed illuminated and non-illuminated fascia signage is to be situated on the northern elevation of the units 12A & 12B. The non illuminated freestanding sign is to be located on verge adjacent to the front eastern vehicle entrance within the curtilage of the application site. The application site forms part of the expansion of an established purpose-built retail park. The signs are considered appropriate in terms of size, scale and design located within a retail area. The level of illumination proposed to the internal sign does not result in significant levels of light pollution and does not have a detrimental impact on the amenity of the local area. It is considered the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.3 It is not considered that any element of the scheme would create an unacceptable level of distraction to users of the adjacent highway. A condition has been recommended to ensure the intensity of illumination does not exceed 600 candelas per m2 in the interests of Highway Safety.

(iii) Effect on residential amenity

- 7.4 Due to the position of the proposed signs, they are not considered to have an adverse impact on residential amenity to the neighbouring properties to the west (Nos.27, 29 & 31 Brockhampton Lane). The rear facing elevations of these neighbouring properties are situated between 15m and 20m from the application site. Therefore, complying with Policy CS16 of the Havant Borough Core Strategy (2011).

**8. Conclusion**

- 8.1 It is considered that the proposed signage is reasonable in terms both of the impact on the visual amenities of the streetscene, and the impact on users of the adjacent highway. As such, the proposal accords with policies CS16 of the Havant Borough Core Strategy and DM21 of the Allocations Plan

---

**9 RECOMMENDATION:**

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/24/00719 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.  
**Reason:** To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:  
  
Application Form - Received 23 September 2024  
Location, Block Plan & Proposed Signage - Drawing No. 24-013-06 P1 - Received 23 September 2024  
Planning Statement  
  
**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 Local Plan (Allocations) 2011 and the National Planning Policy Framework.