
Site Address:	Former site of Forty Acres, Havant Road, Havant		
Proposal:	13No.individually illuminated letters above entrance canopy		
Application Type:	Advertisement		
Application No:	APP/22/00758	Expiry Date:	04/11/2022
Applicant:	Halebourne Group		
Agent:	Mr L Helliwell	Case Officer:	Denise Sheath
	Hay Associates Limited		
Ward:	Bedhampton		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is located on the southern side of Havant Road and comprises of a new residential care home and residential development currently being constructed.

2 Planning History

01/56092/003 - Application to determine whether prior approval is required for the siting and appearance of a 15m high sectored column and head frame with 9No. panel antennas resulting in a total height of 17m and an associated equipment cabin at ground level for BT Cellnet., PARR,01/11/2001

00/56092/002 - Install telecommunications base station comprising 17m monopole with integrated cluster antenna and 2 no. 300mm micro wave dishes, equipment cabin, electricity cabinet within a 2.1m high chain link fenced compound located to south of farm building., REF,10/10/2000

00/56092/001 - Change of use of part of existing building for fresh flower packaging, PERM,02/10/2000

96/56092/000 - Change of use of building used as farm shop and store to B1 (business) and B8 (storage and distribution) uses, REF,23/01/1997

03/56092/004 - Change of use of existing agricultural land to a maize, incorporating car parking, timber footbridge with incorporated observation platforms, portable toilets and refreshment facilities during the period from mid July to mid September., TPP,31/03/2003

03/56092/005 - Renewal of temporary permission for change of use of part of the existing building for fresh flower packaging for a further 5 years., TPP,14/07/2003

05/56092/006 - Renewal of Planning Permission 03/56092/005 for change of use of part of the existing building for fresh flower packing for a further 5 years., TPP,06/02/2006

06/56092/007 - Renewal of Planning Permission 03/56092/004 to allow for continued use of land as a maize maze, incorporating car parking, temporary structures, portable toilets, ticket and refreshment facilities during the period June-October., TPP,27/04/2006

08/56092/008 - Change of use from Agricultural Building to meat packaging and Farm Shop., PERM,29/05/2008

APP/12/00285 - Change of use of land to allow car boot sales on 24 days per annum., WD,13/08/2012

APP/14/01261 - Change of use from agricultural building to a flexible use (within classes A1, A2, A3, B1, B8, C1 or D2) subject to prior approval covering flooding, highways and transport issues, noise impact and contamination risks on site., PAYA,28/01/2015

APP/15/00580 - Discharge of Condition No2 of Planning Permission APP/14/01261., PERM,09/06/2015

APP/18/00450 - Erection of 320 dwellings (including a 30% provision of affordable homes), 66 bed care home, provision of public open space, habitat mitigation zone, allotments, closure of existing access and creation of 2 new access points and associated infrastructure following demolition of existing buildings (approved 17.1.2020). Request to discharge condition nos 3, 4, 5, 6, 7, 8, 10, 11, 15, 16, 21 and 23 (Recd 23.1.2020). Request to discharge condition No. 29 (received 3.9.2020). Request to discharge condition No/s 12, 14, 25 and 28 (received 16.06.2021). Request to discharge condition No. 18 (received 05/07/2021). Request to discharge condition nos 4 & 8 (received 3.8.21). Request to discharge conditions 3 (resubmission) & 13 (received 16.9.21). Request to discharge condition 28 (received 21/02/2022). Request to discharge condition 4 (received 17/03/2022). Request to discharge condition 26 (20.07.22)., PERM,17/01/2020

APP/19/00374 - To create a Habitat Mitigation Zone for Brent Geese and Solent Waders (linked to the current planning application APP/18/00450)., WD,28/06/2019

APP/20/00056 - Please see Covering Letter, UNK,

APP/20/00510 - Application for non-material change relating to internal changes comprising the reconfiguration of floor space within the building and external alterations., PERM,28/07/2020

APP/20/00786 - Levels verification to be submitted in phases., UNK,

APP/20/00835 - Application for non-material change to Planning Permission APP/18/00450 relating to replacement of Maidstone house types with Elleton house types and Kenley house types with Denford house types., REF,29/10/2020

APP/20/00969 - Display of 1No.fascia sign and 6No. flag poles., PERM,26/02/2021

APP/20/00972 - Erection of temporary sales arena., PERM,16/03/2021

APP/20/01041 - Application for Non-Material Amendment to Planning Permission APP/18/00450 relating to replace Maidstone house types with Elleton house types, and to replace Kenley house types with Denford house types., PERM,22/01/2021

APP/20/01098 - Application for non-material change to Planning Permission APP/18/00450 relating to the finished floor level (FFL) of Plot 1. Plot 1 FFL to be raised from 8.200 to 8.500 to align with the approved FFL of attached neighbouring property (plot 2)., PERM,22/01/2021

APP/20/01099 - Application for non-material change to Planning Permission APP/18/00450 relating to relocation of substation., PERM,03/02/2021

APP/20/01101 - Application for non material change to Planning Permission APP/18/00450 relating to the spacing and parking layout of plots 156-161 (total 6 dwellings)., PERM,01/02/2021

APP/21/00133 - Display of 9No. externally illuminated double sided post mounted signs; 10No. sets of flags and flag poles; 1No. set of non-illuminated gable end letters; 2No. house plaques; 1No. internally illuminated fascia sign; 1No. window graphic; 5No. sets of vinyl dot manifestations; 1No. sales clock; 1No. post box and brochure holder; 1No. double sided pavement sign., PERM,31/03/2021

APP/21/00152 - Fell 2No. Alder trees (within G62 on submitted plan). Both trees within Group G1 subject to TPO 2049., WD,01/04/2021

APP/21/00226 - Application for Deed of Variation to S106 dated 17.1.2020 relating to Schedule 5, clauses 1.2, 2.2, 2.3, 2.4 and 7.4 relating to Highways Works Agreement., ,12/11/2021

APP/21/00247 - Application for Deed of Variation to S106 dated 17.1.2020 relating to Schedule 2, clause 1.1 - management company, 02/06/2021

APP/21/00605 - Re-plan part of the residential area of the site to facilitate an additional 34 new homes within the development area to create a total 147 dwellings, inclusive of the additional 34 units.(23.12.21). Request to discharge conditions 3,10,11,20 & 22 (26.01.22)., PERM,23/12/2021

APP/21/00670 - Display of 2No. Totem; 7No. sets of flags and flag poles; 1No. non-illuminated fascia; 2No. name plaques; 9No. double sided signs; 1No. swing board sign; 1No. door graphic; 1No. sales clock; 1No. post box and leaflet holder; for David Wilson Sales Arena Layout., PERM,01/10/2021

APP/21/00824 - Application for non-material change to planning permission

APP/18/00450 relating to relocation of gas governor and rotation of toilet block.

PERM - 03/09/2021

APP/21/01461 - Display of 1No. non-illuminated logo (VIVID) sign., PERM,23/03/2022

APP/21/01348 - Application for non-material change to planning permission

APP/18/00450 relating to internal changes comprising the reconfiguration of floor space within the care home building and external alterations., PERM,11/03/2022

APP/22/00177 - Application for Variation of S106 Agreement dated 17th January 2020 to enable revision to Schedule 7, clause 3.1 (Not to Dispose or permit Disposal of any Dwelling until the Wintering Bird Mitigation Area has been transferred either by way of a transfer of the freehold interest or the creation of a long leasehold interest to the Management Body) to allow the Management Body to carry out works to the mitigation area under licence, ahead of transfer; the area to be transferred prior to the final disposal., DEL,

APP/22/00840 - Temporary V-board advertising sign, DEL,

3 Proposal

13No.individual illuminated letters above entrance canopy

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

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Highways Authority

Thank you for your consultation on the above planning application. The Highway Authority wish to make the following comments.

The applicant is proposing illuminated signage with luminance levels of 1000cd/m². It is noted that this exceeds the maximum luminance levels (600cd/m²) for signage less than 10m² for a suburban environmental zone. The Highway Authority therefore request that the luminance levels are reduced to acceptable levels due to concerns of highway safety with the proposals as they stand.

Having regard to the above the Highway Authority recommend a holding objection on this planning application until the luminance levels are reduced to acceptable levels.

Hampshire Highways Authority - Further Response following the reduction of illuminance levels to 600cd/m²

Thank you for your reconsultation on the above planning application. The Highway Authority wish to make the following comments.

The applicant has now reduced the luminance levels of the proposed signage to be a maximum of 600cd/m². This now falls within the maximum luminance levels (600cd/m²) for signage less than 10m² for a suburban environmental zone.

Having regard to the above the Highway Authority provide no objections to this planning application.

Langstone Harbour Board

I refer to the detailed drawings and documents viewed on the Havant Borough Council website concerning the above planning application.

The Board's Planning Sub Committee has considered this application and offers NO OBJECTION.

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: 24

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 proposal is for the installation of 13No. externally illuminated individual letters spelling out 'PORTSDOWN VIEW' to be installed above the southern entrance canopy to the Residential Care Home facing the car park area. The proposed lettering will have a stainless steel finish with each individual letter being 0.3m height with the base of the lettering fixed to the topside of the external entrance canopy. The proposed signage will be internally illuminated with an illuminance level of 600cd/m².

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 It is considered following the reduction of the illuminance levels to 600cd/m² and the location of the that the proposed signage fronting the Car Park Area of the New Residential Care Home would not result in adverse harm to highway safety.

(iii) Effect on residential amenity

7.5 It is considered that given the degree of separation to the closest residential properties that the proposal would not have a significant adverse impact on residential amenity. It is therefore considered that the proposal will not have an adverse effect on the visual or other amenities of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

8. Conclusion

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

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/00758 subject to the following conditions

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

Application Form - Received 05 August 2022

Location Plan - Drawing No.L01 - Received 05 August 2022

Proposed Signage Details - Drawing No. SIGN 2 Rev B - Received 31 October 2022

Proposed Signage Elevations - Drawing No. SIGN 3 A - Received 05 August 2022

Proposed Signage Location - Drawing No. SIGN 1 A - Received 05 August 2022

Reason: To ensure provision of a satisfactory development.

- 2 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).