
Site Address:	Unit 3, Velocity, 1 Stanbridge Road, Havant, PO9 2NS		
Proposal:	Display of 5No. non illuminated signs		
Application Type:	Advertisement		
Application No:	APP/22/00612	Expiry Date:	13/09/2022
Applicant:	Miss Poh Khing Wee		
	IMC PRO Logisitics (UK) Ltd		
Agent:		Case Officer:	Lewis Ford
Ward:	Bondfields		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Outline Planning Permission was granted in June 2015 under ref. APP/15/00284 for the redevelopment of the site (now known as "Velocity") for up to 11,363sqm of accommodation for industrial and warehouse purposes. The subsequent Reserved Matters was approved in March 2017 under ref. APP/16/00812 for the layout, appearance, and landscaping of 3no. units, with Units 1 & 2 attached, and Unit 3 as slightly detached. The 3no. units have now been built out and the latter is the subject of this application for advertisement consent.

Unit 3 at "Velocity" is located at the end of Stanbridge Road (off New Lane) and comprises dark grey cladding (with paler grey feature eave lines) and glazed windows for ancillary office areas. The site includes an access road (via a gated entrance off Stanbridge Road) and a private car parking area which separates the main building from the railway line. A new 3m high acoustic fence / barrier forms part of the noise mitigation strategy of the Reserved Matters Approval (see above and below) and has been provided along the eastern boundary of the site with the railway line. It is noted that similar signage has already been erected at Units 1 & 2 under Permission ref. APP/21/00074.

2 Planning History

APP/15/00284 – OUTLINE PERMISSION in June 2015 for the demolition of the existing building and structures, and the redevelopment of the site with the erection of up to 11,363sqm of accommodation for industrial and warehouse purposes, with a clear internal height of up to 12m, within Use Classes B1, B2, and B8. Together with associated car and HGV parking and access, ancillary office, and related facilities. Access and scale to be determined; layout, appearance and landscaping reserved.

APP/16/00812 – RESERVED MATTERS APPROVAL in March 2017 for demolition of existing building and structures and redevelopment of the site with the erection of 3no. units relating to layout, appearance, and landscaping.

APP/18/00220 – PERM in March 2018 for non-material change to Planning Permission ref APP/16/00812 relating to the internal layout, elevation detail; incorporation of smoke vents on the roof; adjustment of the boundary fence line (part) and change in colour from black to green; amendment to the refuse enclosure; change to concrete block paving for Unit 2; demolition of 2no. redundant service enclosures and replacement with landscaping, paving and entrance sign.

APP/20/01154 – PERM in May 2021 for variation of Condition No.1 of Reserved Matters Planning Permission ref. APP/16/00812 in relation to changes to elevations, car parking layout changes, and provision of A/C condensers and enclosures at **Units 1 & 2**, Velocity, 1 Stanbridge Road, Havant.

APP/21/00074 – PERM in April 2021 for the retention of display of 1no. internal illuminated logo sign; 4no. non-illuminated fascia signs; 3no. non-illuminated wayfinding signs; and 5no. flag poles at **Units 1 & 2**, 1 Stanbridge Road, Havant, PO9 2NS.

APP/21/00506 – PERM in July 2021 for non-material change to Planning Permission ref. APP/16/00812 relating to alteration of 2no. loading bays to incorporate dock levellers at **Unit 3**, Velocity, 1 Stanbridge Road, Havant, PO9 2NS.

3 Proposal

Display of 5No. non illuminated signs

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

Councillor Alex Rennie
No comment.

Councillor Richard Stone
No 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: 38

Number of site notices: 1.

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received.	

7 **Planning Considerations**

- 7.1 Paragraph 136 of the National Planning Policy Framework (NPPF) explains that a separate consent process, within the planning system, controls the display of advertisements and that this should operate in a way which is “simple, efficient, and effective”. The NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, whilst taking account of cumulative impacts. In having due regard to the above, along with the relevant policies in the development plan and the requirements of the Advertisement Regulations, it is considered that the main issues arising from this application are:

- (i) Impact on Visual & Residential Amenity
- (ii) Impact on Highway Safety

- (i) Impact on Visual & Residential Amenity

- 7.2 The proposed advertisement would include the display of 5no. non-illuminated, aluminium, fascia signs (with vinyl graphics). The signage would be secured to the building via tech bolts and the advertisement period would start as soon as advertisement consent is granted and would end on 29 April 2023 as per the submitted Application Form. The height from the ground to the base of the proposed signage would be approximately 4.6m and the 5no. fascia signs, themselves, would comprise the following:

Advertisement 1 – Main Building Signage (1no. fascia sign)

The main building signage would include the IMC PRO Logistics (UK) Ltd logo with blue and orange text on a white background, and would comprise a height, width, depth, and letter height of approximately 1.4m, 4.4m, 0.05m, and 1.05m respectively.

Advertisement 2 – Goods In & Goods Out Signage (4no. fascia signs)

The 2no. “Goods In” and 2no. “Goods Out” signage would include white text on a blue background, and would comprise a height, width, depth, and letter height of approximately 0.6m, 3m, 0.05m, and 0.3m respectively.

- 7.3 The proposed signage is considered to be visually acceptable and to be of an appropriate scale to the main building. Given the existing 3m high acoustic fence on the eastern boundary with the railway line, any views of the signage would be limited to internal views from rear upper floor rooms of the residential properties along Nutwick Road. The proposed signage would not be illuminated and any existing lighting / illumination on the main building (and, by default, the proposed signage) has already been agreed through the Reserved Matters Approval in March 2017 under ref. APP/16/00812.
- 7.4 Moreover, it is considered that the proposed signage would not be overly prominent or harmful to the visual and residential amenities of the area and, therefore, would comply with the requirements of Policy DM21 in the Havant Borough Local Plan (Allocations Plan) 2014.

(ii) Impact on Highway Safety

- 7.5 The main building is located in a backland position away from New Lane and Stanbridge Road. The proposed signage would be located within the site and outside of the Adopted Public Highway. Due to the above, Hampshire Highways has not been consulted as the proposed signage would not be seen from the adopted public highway and, therefore, would not negatively impact highway safety for either vehicles, cyclists, or pedestrians, in accordance with Policy DM21 in the Havant Borough Local Plan (Allocations Plan) 2014.

8. Conclusion

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

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/00612 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:

Location Plan (Published 19 July 2022)

Drg No: 21015-TP-007 – Existing & Proposed Elevation

Signage Specification (Published 27 June 2022)

Reason: To ensure provision of a satisfactory development.