

DELEGATED OFFICER REPORT

Site Address: 1 Elettra Avenue, Waterlooville, PO7 7XW
Proposal: Advertising consent to remove existing signage and install new illuminated and non-illuminated Toyota brand signage - 2 x Facia - illuminated, 1 x Facade screen - Illuminated, 1 x Totem - Illuminated, 1 x Direction sign, 1 x Archway - Illuminated.
Application Type: Advertisement
Application No: APP/24/00844 Expiry Date: 10/12/2024
Applicant: Alex Domone
Snows Toyota Waterlooville
Agent: Ms Elizabeth Snook Case Officer: Jennie Fox
ProLicht UK Limited
Ward: Waterloo

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 1 Elettra Avenue, Waterlooville, PO7 7XW is a purpose-built commercial unit, currently occupied by Toyota and comprising a car showroom and external car parking area to the north of Elettra Avenue, which forms the entrance to Brambles Business Park. The site is immediately to the west of Milton Roundabout and is separated from both Elettra Avenue and Hambledon Road to the west by a grass verge and pedestrian footpath. The application site is set at a slightly lower level than the highway which increases the set back effect.
- 1.2 Development within the immediate locality is commercial in nature and appearance and predominantly characterised by large scale commercial and industrial units. The application site is adjacent to a petrol station and other large units with illuminated signage.

2 Planning History

00/53090/024 - 1 internally illuminated fascia sign to east elevation, 1 non illuminated freestanding sign to east of site and 3 non illuminated freestanding signs to north of site. (Retrospective application), PERM,05/02/2001

93/53090/010A - Illuminated fascia signs., PERM,17/01/1994

93/53090/010B - Partly illuminated monument sign on Hambledon Road frontage., REF,22/11/2011

99/53090/023 - Alterations and extensions to existing building (south elevation) to provide additional vehicle servicing area and re-siting of existing rest room, utilising new access and parking area approved under planning permission 98/53090/21 dated 6th April 1999 (Re-advertisement), S106,05/02/2001

98/53090/021 - Single storey extension to south elevation, replacement canopy to north elevation. Construction of valeting building to west of showroom, provision of additional parking and extension of 2.5m high security fence to southern boundary., PERM,06/04/1999

93/53090/010 - Partly illuminated monument sign on Hambledon Road frontage., REF,02/11/2012

93/53090/009 - Formation of car sales showroom below existing covered canopy sales area and related elevational changes to the existing building., PERM,17/01/1994

03/53090/025 - Erection of 1 no. internally illuminated totem sign at entrance; non-illuminated "entrance" sign at showroom entrance; 6 flags spaced along eastern perimeter., PERM,22/12/2003

04/53090/026 - Alterations and extensions to the south east elevation and north west elevation, extension to valeting building (south west of main premises) and alterations and extensions to the existing car park., S106,05/08/2004

05/53090/027 - Erection of a two storey 559 square metre building as an extension to the existing premises to include landscaping of the whole site., WD,07/07/2005

05/53090/028 - Display of various non-illuminated signs on each elevation of the premises and within the grounds., PERM,20/06/2005

05/53090/030 - Display of 4No. internally illuminated fascia signs (north, south and east elevations), 2No. internally illuminated entrance pillar signs to north elevation (height 2.5m), 1No. internally illuminated monument sign (height 5.5m)., PERM,24/11/2005

05/53090/031 - Application to fell an Oak tree T1 subject of TPO 1560., PERM,29/11/2005

06/53090/032 - New canopy, alterations to layby and revised siting of valeting building., PERM,23/11/2006

06/53090/033 - Display of internally illuminated wall signs to north, south and east elevations. , PERM,01/03/2007

90/53090/006 - Three storey office building with associated landscaping and car parking, PERM,09/04/1990

90/53090/007 - Internally illuminated double sided pole sign., ZHIS,28/03/1990

90/53090/008 - Partially internally illuminated pylon sign (4.2m high) on Hambledon Road frontage., REF,08/08/1990

97/53090/018 - Outline application for the erection of 2 no industrial units, formation of new service road, associated car parking and landscape proposals, PERM,17/04/1997

APP/11/00919 - Erection of two storey extension to accommodate new car showroom, offices and valeting building., PERM,31/05/2011

APP/11/01242 - Discharge of Condition No/s 5, 6, 7 and 9 of Planning Permission APP/11/00919., ,16/04/2013

APP/11/01343 - Discharge of Condition No. 8 of Planning Permission APP/11/00919., PERM,09/11/2011

APP/11/01435 - Display of 6No. sets of illuminated lettering; 3No. illuminated fascias; 1No. illuminated freestanding entrance arch; 1No. illuminated totem sign; 1No. illuminated external wall sign; 3No. louvres; 12No. non-illuminated freestanding signs; 1No. 'opening hours' non-illuminated vinyl graphic; and 3No. flags. ,PERM,14/12/2011

3 Proposal

Advertising consent to remove existing signage and install new illuminated and non-illuminated Toyota brand signage - 2 x Facia - illuminated, 1 x Facade screen - Illuminated, 1 x Totem - Illuminated, 1 x Direction sign, 1 x Archway - Illuminated.

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

Arboriculturalist, Tree Team

None received.

Councillor Gwen Robinson

None received.

Councillor Peter Wade

None received.

Councillor Ryan Brent

None received.

Hampshire Highways

I refer to the consultation relating to the above planning application and would make the following comments.

A review of the Extent of Highway here confirms that no signage is proposed within the highway boundary. The Highway Authority are satisfied that the locations, extent of wording shown on the proposed signage and the level of luminance of the proposed illuminated signage, would not result in an

unacceptable level of distraction to highway users.

Having regards to the above comments the Highway Authority would recommend no objection subject to the following condition -.

The illumination of the consented signs shall be no greater than the maximum of 380 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety.

Property Services Manager

None received.

Southern Gas

On the mains record you may see the low/medium/intermediate pressure gas main near your site. There should be no mechanical excavations taking place above or within 0.5m of a low/medium pressure system or above or within 3.0m of an intermediate pressure system. You should, where required confirm the position using hand dug trial holes.

A colour copy of these plans and the gas safety advice booklet enclosed should be passed to the senior person on site in order to prevent damage to our plant and potential direct or consequential costs to your organisation.

Safe digging practices in accordance with HSE publication HSG47 "Avoiding Danger from Underground Services" must be used to verify and establish the actual position of the mains, pipes, services and other apparatus on site before any mechanical plant is used. It is your responsibility to ensure that this information is provided to all relevant people (direct labour or contractors) working for you on or near gas pipes.

It must be stressed that both direct and consequential damage to gas plant can be dangerous for your employees and the general public and repairs to any such damage will incur a charge to you or the organisation carrying out work on your behalf. Your works should be carried out in such a manner that we are able to gain access to our apparatus throughout the duration of your operations.

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: 30

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
None received.	

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 includes the removal of existing fascia signs and the installation of two illuminated fascia signs, an illuminated façade screen, an illuminated totem, an illuminated archway, and a non illuminated direction sign.

7.3 The two proposed illuminated fascia signs directly replace existing signage. The proposed totem is also a direct replacement of an existing totem. The proposed illuminated façade screen would replace two existing fascia signs. The proposed directional sign will not be illuminated and is to aid visitors in navigating the site. The proposed illuminated arch would be an entirely new addition, however it would be located on the frontage facing Elettra Avenue, away from Milton Roundabout and the nearest residential area, and would be in an area that already has high levels of illumination from street lighting and adjacent units. It is therefore considered that the signs would be appropriate within the context of the host property's location and are deemed to be acceptable.

7.4 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

7.5 The proposed signs would be positioned such that they would not represent a negative impact upon highways safety for pedestrians or road users. The Highway Authority were consulted on the application and have raised no concerns in respect of the Proposal, subject to condition.

(iii) Effect on residential amenity

7.6 The application site is separated from the closest residential area by a dual carriageway and mature screen planting; the separation distance is just over 45m at the nearest point.

7.7 Owing to the scale of the proposed signs and their position relative to the host property and surrounding development the proposal would not have a significant negative impact upon residential amenity. The illumination levels proposed would be appropriate to the location of the property and would be restricted by condition in respect of luminance.

8. Conclusion

- 8.1 The proposed signs/sign are/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/24/00844

(A) subject to the following conditions

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

LOCATION PLAN
TOYOTA SIGNAGE SCHEME BY PRO LICHT 09.10.2024 REV 3

Reason: - To ensure provision of a satisfactory development.

- 2 The illumination of the consented signs shall be no greater than the maximum of 380 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.