

JAL/22-00308

21 February 2022

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LONDON
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Dear Sir/Madam

**RE: APPLICATION FOR ADVERTISEMENT CONSENT FOR A NON-ILLUMINATED PROJECTING SIGN AT
MAJESTIC WINE, UNIT 5A SOUTH PARK COURT, HAVANT, PO9 1HA**

We act on behalf of Majestic Wine, and have been instructed to submit an application for advertisement consent for a non-illuminated projecting sign at the above site.

The application is submitted via the Planning Portal (PP-11056584) and in addition to this supporting covering letter and application forms, the following drawings are provided to illustrate the scheme proposals:

- Ref: 22-00308_SLP01 - Site Location Plan
- Ref: 22-00308_BP01 – Block Plan
- Ref: 010866 Page 3 – Signage Proposal

Payment of £132 in lieu of the application fee has been paid under separate cover to your Authority via the Planning Portal.

In addition to the above, the contents of this letter should also be considered.

Site and Surroundings

The site is situated within a modern four storey building with a retail unit, occupied by Majestic Wine, and a tanning salon on the ground floor. The site has side and rear parking, accessed via Bulbeck Road which runs to the north of the site. The site lies within Havant Town Centre, adjacent to its primary shopping frontage. It is, accordingly, in a predominantly commercial area surrounded by town centre uses including a McDonalds to the north, other shops opposite the site to the west, and the aforementioned tanning salon to the south.

The site does not lie in or adjacent to a Conservation Area, nor are there any other Listed buildings or other heritage assets in the immediate vicinity of the site.

Planning History

The only application relevant to this proposal on the local authority's register is an advertisement consent granted in July 2013 (ref: APP/13/00442):

“Display of 3 No. internally illuminated fascia signs”

This advertisement confirms the acceptability of carefully considered signage at the site.

The Proposal

This advertisement consent application seeks consent for the following:

“One non-illuminated projecting sign”

Further details of the proposals can be found on the accompanying drawings. In summary, the proposals only comprise a single, non-illuminated projecting sign on the left-hand side of the main existing shop front facing Park Road South. The sign will be 0.6m wide (with a maximum projection from the building of 0.7m), 0.6m high and 0.05m deep. The sign will be Majestic branded, albeit in muted colours with white text on a grey background.

Planning Policy and Guidance

National Planning Policy

Relevant Central Government Policy is contained within the National Planning Policy Framework (the “NPPF”, last updated in 2021) and its accompanying National Planning Practice Guidance (NPPG), adopted/launched online in 2014.

The NPPF is underpinned by a presumption in favour of sustainable development. In terms of decision-taking, paragraph 11 and the NPPG advises that Local Planning Authorities (LPAs) should seek to approve development proposals which accord with the Development Plan without delay, or grant planning permission for proposals where the Development Plan policies are out-of-date – unless any adverse impact of doing so would demonstrably outweigh the benefits, when assessed against the policies in the NPPF as a whole. Further, paragraph 136 advises that advertisements should only be subject to control in the interests of amenity and public safety, taking into account of cumulative impacts.

Local Planning Policy

The Development Plan relevant to the application site comprises:

- The Core Strategy (2011), and
- The Site Allocations Document (2014).

As previously confirmed, in the Development Plan the site lies within Havant town centre, adjacent to its primary shopping frontage.

The most relevant policy to this proposal is Policy DM21, which confirms that permission will be given to advertisements where:

1. They are appropriate in size, scale and design to the character of buildings and their surroundings, including conservation areas, heritage assets and Chichester Harbour Area of Outstanding Natural Beauty (AONB).

2. They will not result in a cluttered appearance either on individual buildings or on the streetscene as a whole.
3. They do not have a detrimental impact upon public safety. In particular, advertisements and signs must not negatively impact upon highway safety for both vehicular and pedestrian movements.
4. The level of illumination proposed does not result in significant levels of light pollution and does not have a detrimental impact upon the amenity of the local area. In the interests of amenity and public safety, individually illuminated letters may be preferable over entirely illuminated signs.

The local authority is progressing with a replacement local plan, which has been submitted to the Secretary of State for examination and therefore carries some weight in decision making. Policy E1 indicates that advertisements will be supported where they are:

“fit for purpose, fully integrated with the design, and do not adversely affect the visual amenity of the street scene or the amenity of neighbours.”

Planning Considerations

As confirmed above, the NPPF is clear that advertisement consent applications should only be considered against matters of amenity and highway safety.

Amenity

The Development Plan supports well designed advertisements which are appropriate in scale, size and design to the character of buildings and their surroundings. The proposed projecting sign is modest in size, will be oversailed by the substantially larger balcony above it, and is in keeping with the existing Majestic signage in terms of design. There will be no impact on conservation areas or other heritage assets as a result of the proposal.

The sign will be the only one of its kind on the front of the building, and therefore will not lead to clutter, either on the building itself or in the street scheme as a whole.

In this context, the proposal is carefully considered and is consistent with the Development Plan. The proposed projecting sign is small in scale, and would complement the existing fascia sign. It would be muted in colour and design, and is respectful of its surroundings in visual terms. It is therefore not prominent, or obtrusive to the character of the area and will have no impact on heritage assets. It should, therefore, be supported by the local authority in amenity terms.

Highway Safety

The sign will be set back from the pavement and will not obstruct vision. As such, clearly there should be no concern relating to highway safety or public safety arising from the proposals.

Conclusion

Taking into account all of the above, the advertisement is designed to provide clear and legible direction to the Majestic unit for visitors. The sign is muted in design, will be oversailed by the balcony above and will be entirely in keeping with its surroundings in terms of amenity, and will not have any impact on highway safety.

It is therefore requested that advertisement consent is granted pursuant to this application at the earliest possible juncture. If you any further information or have any queries in respect of the submitted documentation, please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink that reads "Jason Lowes". The script is cursive and fluid, with the first letters of each word being capitalized and prominent.

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