
Site Address:	Petrol Filling Stn 87 Havant Road, Emsworth, PO10 7LE		
Proposal:	Retention of 1No.Internally illuminated 6.5m pylon sign.		
Application No:	APP/22/00140	Expiry Date:	05/04/2022
Applicant:	Motor Fuel Limited		
Agent:	Mr Adcock	Case Officer:	Joseph Toole
	Adcock Associates		
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site comprises an established service station occupying a corner plot at the junction of Havant Road and Nore Farm Avenue. The forecourt is laid to concrete and accommodates four petrol pump islands with overhead canopy and a single storey flat roofed shop of brick construction. There is a pylon sign located to the south of the site displaying prices and products.

2 Planning History

90/54618/001 - Erection of 9 internally illuminated signs, ZHIS,23/10/1990

90/54618/000 - 10 No. illuminated and 1 No. non-illuminated signs, PERM,19/07/1990

APP/16/00549 - External refurbishment of forecourt shop., PERM,08/07/2016

3 Proposal

Retention of 1No.Internally illuminated 6.5m pylon 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

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 Julie Thain-Smith

No Comment.

Councillor Lulu Bowerman

No Comment.

Councillor R Kennett

No Comment.

Environment Agency

No Comment.

Hampshire Highways

The Highway Authority wish to make the following comments.

The total illuminance levels of the proposed signage (245cd/m²) are within the acceptable luminance levels for a suburban environmental zone (600cd/m²).

Having regard to the above, the Highway Authority can confirm that the above planning application will not have a detrimental impact on the wider highway network and therefore provide no objections.

Hampshire Highways (2)

The Highway Authority note that since our previous response dated 14th March 2022 the application form has been updated with revised luminance levels.

The luminance levels are all with the acceptable luminance levels for a suburban environmental zone (600cd/m² for signs under 10m² and 300cd/m² for signs over 300cd/m²).

Officer comment: The sign has an area of 9.3sqm and max illumination of 362cd/m² 'Esso' element.

Having regard to the above, the Highway Authority can confirm that the above planning application will not have a detrimental impact on the wider highway network, and therefore provide no objections.

Environmental Health

No adverse comments.

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: 6

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
---------	-----------------

The 'proposed' height of the new illuminated signage is stated at 6599mm as opposed to 6000m of the previous height as shown in existing elevations. The height of the previous sign was the same as the height of the forecourt canopy in line with the height of signage in local garages in residential areas. My objection to this retrospective planning application is that the new illuminated signage is now clearly visible from all 3 of my bedroom windows and represents an unnecessary and intrusive level of light pollution.	Please see Section 7.
--	------------------------------

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

(i) Visual amenity

7.2 The sign is located within the same position as the previous sign 0.5 metres higher. It is not considered to have an adverse impact on the visual amenity due to its position along Havant Road and what was previously established. The sign is located over 100m from the representation makers property and it is not considered that any impacts would warrant a refusal of advertisement consent in relation to visual amenity.

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 The Highways Authority was consulted on this application and raised no objection. The proposal would therefore comply with policy DM21 of the HBLP (Allocations).

8. Conclusion

8.1 The sign 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/22/00140

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

Location and Block Plan - PA01
Site Layout Plan PA02
Proposed Elevations - PA04
Sign Details - PA05
Planning Statement Adcock Associates

Reason: - To ensure provision of a satisfactory development.

- 2 The intensity of illumination shall not exceed 362 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).