
Site Address:	Marks & Spencer, Solent Retail, Solent Retail Park, Havant, PO9 1ND		
Proposal:	Display of 3 No. vinyl signs to internal glazing to south and west elevations. (Retrospective application.)		
Application No:	APP/16/00784	Expiry Date:	26/09/2016
Applicant:	.		
	Marks & Spencer PLC		
Agent:	Mr White	Case Officer:	Karen Wooden
	WDR & RT Taggart		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The unit lies to the west of the existing Solent Retail Park and comprises an area of 1.47ha of previously development land bounded by Selbourne Road (to the east), Brockhampton Lane (to the north/west) and Solent Road (to the south). Residential properties lay to the south and west of the application area, which are within the southern section of the Brockhampton Conservation Area; to the south the former ICTS industrial premises and the Tesco retail store and petrol filling station; and to the east is the Solent Retail Park with its associated car park. The site is tapered in form, with the depth north-south greatest at the point adjacent to Selbourne Road, and becoming narrower as it approaches the junction of Brockhampton Lane with Solent Road.

2 Planning History

APP/12/00852 - Demolition of existing buildings on site and erection of a single structure (for class A1 use) extending to 4289 sq.m (GEA) at ground floor and up to 3328 sq.m (GEA) at first floor, with associated access, parking and servicing (approved 20.6.13). Request for partial Discharge of Condition No. 15 (relating to the part of site for Marks and Spencer) (1.3.16). Request to Discharge Condition No. 18 (relating to Unit 1 only) (28.04.2016). Request to Discharge Condition No. 20 (09.05.2016), PERM,20/06/2013

APP/14/00862 - Application for Variation of Condition 29 of Planning Permission APP/12/00852 (Demolition of existing buildings on site and erection of a single structure for class A1 use extending to 4289 sq.m (GEA) at ground floor and up to 3328 sq.m (GEA) at first floor, with associated access, parking and servicing) to vary the approved plans in relation to reducing the building height to similar height of existing Phase I building; alterations to the external design; revisions to car and cycle parking layout; and associated landscaping amendments (approved 12.12.2014). Request to discharge condition nos 18 and 21 (3.5.16)., PERM,12/12/2014

APP/14/00873 - Application to determine whether prior approval is required for the method of demolition of all existing buildings and any proposed restoration of the site., NDET,27/01/2015

APP/14/00961 - Discharge of Conditions 2 and 3 of Planning Permissions APP/12/00852 and APP/14/00862., PERM,23/12/2014

APP/15/00075 - Application for non-material changes to Planning Permission

APP/14/00862 relating to external design of south and east elevations of approved building., PERM,04/02/2015
APP/15/00504 - Application for non-material amendment to Planning Permission APP/14/00862 to regularise changes to elevations and internal arrangement., PERM,26/06/2015
APP/15/01180 - Addition of compound to rear of unit., PERM,23/12/2015
APP/15/01181 - Display of 5No. internally illuminated fascia signs., PERM,08/12/2015
APP/16/00018 - Application for non-material change to Planning Permission APP/15/01180 relating to reduction in number of windows to be installed from three to two., PERM,02/02/2016
APP/16/00127 - Installation of 2No. illuminated Totem signs., PERM,01/04/2016
APP/16/00188 - Display of 1No. flex face internally illuminated sign, 1No. internally illuminated metal sign, 1No. metal sign with internally illuminated 3D individual letters and 2No. non-illuminated signs with aluminium individual letters., PERM,18/04/2016
APP/16/00481 - 4No. non illuminated trolley bay graphics to four existing trolley bays, 1No. internally illuminated signage at first floor level located within the unit and 1No. opaque grey film to portion of glazing of shopfront., PERM,21/06/2016

3 Proposal

Permission was previously granted for the display of 1 internally illuminated sign on the southern elevation under reference APP/16/00484. This retrospective application is for the retention of 3No. non-illuminated vinyl signs of the same design, to internal glazing to south and west elevations.

4 Policy Considerations

National Planning Policy Framework

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

Highway Engineer
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: 17

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) Residential and Visual Amenity
- (ii) Highway Safety

(i) Residential and Visual Amenity

The signs are considered appropriate in terms of size, scale and design located within a retail area. The signs are non-illuminated and therefore it is not considered that these will have a detrimental impact on either visual amenity or the amenities of residents of the area, nor will they have a detrimental impact upon public safety, therefore complying with policy CS16 of the Havant Borough Core Strategy 2011, and policy DM21 of the Havant Borough Allocations Plan (July 2014).

(ii) Highway Safety

It is not considered that the vinyl signs would create an unacceptable level of distraction to users of the adjacent highway and the Council's Highways Engineer has no adverse comments to the application.

8 Conclusion

It is considered that the vinyl adverts are reasonable in terms both of the impact on the visual amenities of the streetscene, and the impact on users of the adjacent highway. As such, the proposal accords with policies CS16 of the Havant Borough Core Strategy and DM21 of the Allocations Plan.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00784 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:

Existing site plan - 04000

Proposed sign location plan - 04100

Existing and proposed elevations - 04601

Photographs received 01.08.16

Reason: - To ensure provision of a satisfactory development.