
Site Address:	Spring Business Park, Stanbridge Road, Havant		
Proposal:	Display of 1No. illuminated free standing totem sign.		
Application No:	APP/21/01209	Expiry Date:	17/12/2021
Applicant:	Mr Sharland Kingsbridge Estates Ltd Pension Scheme		
Agent:	Mrs N Fellows Fellows Planning Limited	Case Officer:	Graham Speller
Ward:	Bondfields		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located on the northern side of Stanbridge Road and comprises new business premises approaching completion.

2 Planning History

00/53665/000 - Erection of 2.4m high blue coloured palisade fencing and matching gates along site frontages to Stanbridge Road (part only) and New Lane and 2.4m (maximum) high plastic coated chain-link fencing along parts of site frontages to Stanbridge Road and Downley Road., PERM,14/07/2000

APP/19/00660 - Demolition of existing industrial buildings and erection of 2No industrial buildings (comprising 12No individual units) within B1, B2 and B8 use classes together with ancillary office use, landscaping, car and cycle parking and access (approved 02/10/2019). Request to discharge conditions 3 & 4 (29.10.19). Request to discharge condition 11 (05.02.20). Request to discharge condition 13 (27/07/2021). Request to discharge condition No. 7 (23.09.2021)., PERM,02/10/2019

APP/21/01059 - Application for Non-material amendment to Planning Permission APP/19/00660 relating to: removal of ground level windows on South elevation of Unit 1 and Unit 12 and replace with cladding, insertion of upper floor windows to offices facing the yard on Unit 12. Marginal increase in ground floor pedestrian door and window height at ground floor from 2.1m to 2.3m. Colour changes to cladding., PERM,25/11/2021

3 Proposal

- 3.1 Display of 1No. illuminated free standing totem sign.
- 3.2 The sign would be 3.8 metres high and contain 12 names of the different companies. The top fret cut lettering stating 'Spring Business Park' will be internally illuminated, providing 117.6 candelas per square metre.

4 Policy Considerations

National Planning Policy Framework 2021

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

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL2 (Urban Area Boundaries and Undeveloped Gaps between Settlements)

Submission Version Havant Local Plan

E1* (High quality design)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Alex Rennie

No comments received.

Councillor Richard Stone

No comments received.

Hampshire Highways

The Highway Authority are satisfied that the location of the illuminated free standing totem sign is set back far enough away from the junction to not block the visibility of vehicles or pedestrians. Additionally, the Highway Authority can confirm that the illuminance level (117.6cd/m²) is acceptable and will not provide a distraction to road users and vehicles.

Having regard to the above, the Highway Authority are satisfied that the above planning application will not have a detrimental impact on vehicles or pedestrians, and thus, provide no objection to the above planning application.

Property Management (formerly County Estates Department) Hampshire County Council

No comments received.

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: 11

Number of site notices: At least one site notice exists

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) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity
- (iv) Impact on landscaping

(i) Visual amenity

7.2 The proposed sign is typical of business parks and is useful directional signage for the businesses.

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 As noted above, no objection is raised by the Highway Authority on highway and pedestrian safety.

(iii) Effect on residential amenity

7.5 It is considered that there would be no adverse impact on residential amenity as a result of the signage.

(iv) Impact on landscaping

7.6 The proposed totem sign is in a corner location as you enter the site where a tree was previously shown to be planted. The supporting planning statement states that this has been relocated to the New Lane frontage on a like for like basis (albeit the soft landscaping is due to be implemented shortly).

8. Conclusion

8.1 The proposed 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/21/01209 subject to the following conditions:

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

18041-HNW-ZZ-ZZ-DR-1150 REV P02 - LOCATION PLAN

LLD1619-LAN-DWG-100 REV 02 - LANDSCAPE GENERAL
ARRANGEMENT DRAWING

FL PRIME PRODUCT FEATURES

Reason: - To ensure provision of a satisfactory development.

- 2 The proposed replacement native tree shown on approved drawing number LLD1619-LAN-DWG-100 Revision 02 shall be planted during the first available planting season following the display of the advertisement hereby approved. Should it die or be otherwise removed within the first 5 years it shall be replaced with another of the same species and size in the same position during the first available planting season.

Reason: To ensure the appearance of the development is satisfactory and having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework.