
Site Address: Unit 4 & 5, 1 Selbourne Road, Havant, PO9 1ND
Proposal: Display of 3No. internally illuminated fascia signs, vinyl window graphics & 2 No.double sided totem signs.
Application No: APP/21/00582 Expiry Date: 13/07/2021
Applicant: Mr Morris
 TJ Morris
Agent: Mrs Morgan Case Officer: Joseph Toole
 Chartwell Project Management
Ward: St Faiths

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Unit 4 & 5, 1 Selbourne Road, Havant lies within Solent Retail Park. It is next to Pets at Home and Halfords and is currently vacant.

It is located within a commercial area with some surrounding units having internally illuminated fascia signs.

Note - Due to Coronavirus a site visit was not possible but the applicant/agent supplied photos of the application site which have been used to inform this decision.

2 Planning History

APP/11/01371 - Installation of photo voltaic panels to roof of existing buildings.,
PERM,01/11/2011
APP/16/00127 - Installation of 2No. illuminated Totem signs., PERM,01/04/2016
APP/16/00751 - 2No. internally illuminated fascia signs., PERM,01/09/2016

3 Proposal

Display of 3No. internally illuminated fascia signs, vinyl window graphics & 2 No.double sided totem signs.

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)
DM10 (Pollution)

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 Imogen Payter

No Comment.

Councillor J Branson - St Faiths

No Comment.

Councillor T Pike - St Faith's

No Comment.

Hampshire Highways

The Highway Authority have no objections to the above application, subject to the condition the luminance levels must not exceed the levels stated in the application.

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: 2

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 Having regard to the provisions of the Advertisement Regulations and 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 proposed development would involve the display of 3No. internally illuminated fascia signs, vinyl windows graphics and 2 double sided totem signs. In the case of the fascia signs, whilst marginally larger than the signs formerly found on the premises, these would occupy similar locations and be of similar size to other signs found on within the Solent Retail Park development. The vinyl signage is typical of the locality also. With regards to the totem signs, these relate to infill panels only, replacing the panels occupied by previous occupiers of the retail park which have since vacated.
- 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 Hampshire Highways were consulted on the application and raised no objection subject to the condition the luminance levels must not exceed the levels stated in the application. A condition to this effect has been recommended to the decision.

8. Conclusion

- 8.1 The proposed signs are 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/21/00582 subject to the following conditions:

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

Location Plan
Location Block Plan
Proposed Elevations - 111A
Planning Statement

Reason: To ensure provision of a satisfactory development.

- 2 No part of the fascia signs shall be illuminated other than as hereby permitted.

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

- 3 The luminance levels hereby permitted on the fascia signs must not exceed the levels stated in the application (55cd/sqm).

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