

Planning Department
Havant Borough Council
Civic Centre Road
Havant
Hampshire, PO9 2AX

Our Ref: HBC.HAICTS.161107

7th November 2016

Dear Sirs,

**TOWN & COUNTRY PLANNING ACT (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007 –
CONSENT TO DISPLAY ADVERTISEMENT AT FORMER ICTS SITE, 12A SOLENT ROAD, HAVANT,
PO9 1JH**

Please find enclosed an application for consent to display advertisement at the aforementioned premises, as follows:

“Installation of new illuminated double-sided totem signage”

Accordingly, his application has been submitted via the on-line Planning Portal, and is accompanied with the following:

1. Completed advertisement application form;
2. Site location plan 148-100-10A
3. Block plan 148-100-11A
4. Proposed signage scheme drawing and details ref.11471

The Proposal

Specifically, the proposal is for a single double-sided illuminated totem signs, to be positioned as indicated on the Block plan enclosed with this application.

The totem will be 4800mm high x 1509mm wide. The two faces of the sign will have individual lightboxes with acrylic face panels, set in to display tenant logos.

Visible face sizes of tenant logo panels will be 405mm high x 1209mm wide. Header panel to be aluminium, with back illuminated lettering and domed logo device at the edge. Text will appear black when unlit and white when lit. Dome logo to be back illuminated.

All illumination will be via LED modules. Internal structure will be formed by LED modules. The sign will be drilled and bolted into a ground cage set into a concrete base.

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Site and Surroundings

The site is located on Solent Road, near to its junction with Brockhampton Lane, approximately 0.5km to the south-west of Havant Town Centre and is defined on the Site Location Plan as part of the planning application. The site is generally flat, and extends to approximately 0.21 hectares.

The site is located within an established industrial / employment area and is surrounded, predominantly, by commercial uses. It has easy access to both the A27 (the Havant Bypass) and Havant town centre.

The site is not within or adjacent to a Conservation Area and is not subject to any other designations. There are no buildings or structures which are statutory or locally listed, and no tree preservation orders exist on the site.

Construction is presently underway on-site for a unit, the footprint of which is 948sqm, which will be completed by the end of the 2016.

Government Planning Guidance

Government guidance on advertising proposals is contained within the National Planning Policy Framework (NPPF), published in March 2012.

Paragraph 67 of the NPPF advises that control over the advertisements should be efficient, effective, and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. It further advises that advertisements should be subject to control only in the interests of amenity and public safety, taking account of the cumulative impacts.

Planning Issues

As confirmed in national policy, there are only two matters for consideration relative to signage, namely amenity and public safety, provided the advertisements proposed are efficient, effective and simple in concept and operation. Accordingly, the commentary below confirms that the proposal will have no detrimental impact with regard to either.

The signage proposed will have a clean symmetrical design, and will be of benefit to the street scene – particularly because, it reflects the site's position on a main road and will be equally visible from both carriageways east and west bound.

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The sign will bring a fresh and vibrant look to the front of the scheme; we would not consider it to have any detrimental impact on either amenity or public safety noting the fact the two signs positions will be set back some distance from the public highway.

The signage complements the area; the proposed signage scheme seeks to provide them with readily visible information regarding the offer that will be available at the scheme.

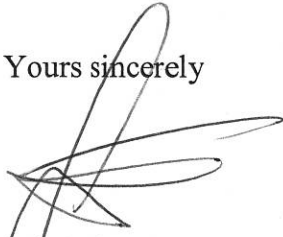
Conclusion

The size and styling of the proposed signs complement the overall site, whilst contributing towards a friendly, clean, welcoming and visually appealing environment. As a result, the signage scheme is informed but not intrusive.

Consequently, the proposal conforms to the objectives of the NPPF by being respectful to the site's location in relation to the highway network and the surrounding area.

It is therefore, respectfully requested that advertisement consent is forthcoming. In the meantime, we look forward to receiving confirmation that the application has been registered and validated.

Yours sincerely



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Encl.

