
Site Address:	Unit 10, Kenwood Business Park, New Lane, Havant, PO9 2NT		
Proposal:	Display of 1No. internally illuminated fascia sign.		
Application No:	APP/16/00802	Expiry Date:	28/09/2016
Applicant:	Mr Tait Kenwood Ltd		
Agent:	Mr Lord Studio Four Architects Ltd	Case Officer:	David Eaves
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located within Kenwood Business Park and unit 10 which is set well back from New Lane and is surrounded by other business units.
- 1.2 The existing building is being re-clad. The building would include a small factory outlet shop which is to be re-positioned from within unit 1. The building would also provide training facilities and Research and development Service Facility.

2 Planning History

APP/11/00187 - Retention of storage and loading canopies around entrances to warehouse units 7, 8 & 9 for a period of 24 months., PERM,27/09/2012

APP/13/00917 - Retention of storage and loading canopies around entrances to Warehouse Units 7, 8 & 9 until 31 December 2015., PERM,07/11/2013

APP/15/00274 - Refurbishment of existing Unit 10 comprising of existing envelope stripped back to structural frame, walls and roof re-clad with insulated panels, storm drainage adjusted to suit new external gutter system, new doors and windows to suit new internal layout. , PERM,18/05/2015

APP/15/00275 - Display of 1No. fascia sign., PERM,18/05/2015

APP/15/00274 relating to change in window sizes and locations, change in number and locations of outlet grilles. Addition of bollards outside shop to West. Addition of new parking bays arrangement to West within existing car park. Addition of 3no. charge points for electric cars to bays within existing car park to North. New bitmacadam surface & grading to access path adjacent to North Elevation. Inclusion of hatched escape areas to existing parking bays within existing car park to North opposite fire escape doors., PERM,02/09/2016

APP/16/00791 - Application for non-material change to Planning Permission PERM September 2016

3 Proposal

Display of 1No. internally illuminated fascia sign. This would be displayed on the gable end of unit 10 facing the access drive.

4 Policy Considerations

National Planning Policy Framework

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

None

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: 1

Statutory advertisement: Not applicable.

Number of representations received: 1

Summary:

This light will only add to the problem that Kenwoods site is illuminated all night and affects the properties where I live. It is only going to add the light pollution over night. Can this light be shut off overnight.

Comment:

A condition is recommended to ensure that the advert is illuminated during the units opening times for trade or business.

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) Principle of development
- (ii) Impact on the streetscene/amenity
- (iii) Impact on highway safety

(i) Principle of development

The application site is situated within an urban area and contains a retail outlet where further development is considered acceptable subject to the usual development control criteria.

(ii) Impact upon the streetscene/amenity

The building is set well back from the roadside and although on the gable of the building it is considered to have a limited and acceptable impact on the streetscene. Illumination should only take place during opening times of the unit for trade or business to prevent light pollution.

(iii) Impact on highway safety

The adverts are set back from the highway and it is not considered that there would be an adverse impact on highway safety.

8 Conclusion

In conclusion the proposed advertisement is considered acceptable and Advertisement Consent can therefore be recommended.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00802

(A) subject to the following conditions

- 1 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for trade or business.
Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:
Planning Statement for New Advertising Signage received 3rd August 2016
Block and Location Plan Drawing No. 001 Rev PL1
Signage Details Drawing No. 101 Rev C2
Proposed Elevations Drawing No. 102 Rev C4
Reason: - To ensure provision of a satisfactory development.