
Site Address: M&S, Solent Retail Park, Solent Road, Havant
Proposal: 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.
Application No: APP/16/00188 Expiry Date: 18/04/2016
Applicant: Marks and Spencer PLC
Agent: Mr White Case Officer: Heather Lealan
 WDR & RT Taggart
Ward: St Faiths

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

M&S, Solent Retail Park, Solent Road, Havant. The unit is currently under construction and lies to the west of the existing Solent Retail Park and comprises an area of 1.47ha of previously developed land bounded by Selbourne Road (to the east), Brockhampton Lane (to the north/west) and Solent Road (to the south). The adjoining land uses to the north feature The Tanneries Industrial Estate; to the west and south west the residential properties of Brockhampton Lane which lie 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 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

97/62301/000 - One non-illuminated and one illuminated fascia sign on south elevation and one illuminated fascia sign on the east elevation, REF,26/03/1997
92/50767/004 - Change of use from B2 to B8 storage and distribution primarily and use as auction rooms every 2 weeks., PERM,29/10/1992
03/62301/001 - Various internally illuminated and non-illuminated signs to the south, east and west elevations and a free standing static internally illuminated totem sign to the west of the premises. , REF,29/09/2003
03/62301/002 - Various internally illuminated and non-illuminated signs to the south and east elevations and a free standing static internally illuminated totem sign to the east of the premises (revised submission)., PERM,06/04/2004
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. , PERM,12/12/2014
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

3 Proposal

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.

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

Development 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: 20

Number of site notices: One

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

It is not considered that the proposed adverts will cause any detriment to the amenities of residents of the area, given that this is a well lit location and it includes signage expected within a vibrant and active retail area. It should be conditioned that the adverts are of the non-intermittent type.

(ii) Highway Safety

It is not considered that any element of the scheme would create an unacceptable level of distraction to users of the adjacent highway.

8 Conclusion

8.1 It is considered that the adverts are reasonable in terms 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 and DM10 of the Core Strategy and DM12 of the Allocations Plan.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00188 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 No part of the signage shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 3 The illumination of the proposed signage shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 4 The development hereby permitted shall be carried out in accordance with the following approved plans:

Proposed External Signage drwg.no 04500 received 22 February 2016

Site Plan drwg.no 04000 received 22 February 2016

Proposed Site Block Plan drwg.no 04100 received 22 February 2016

Proposed Sign Location Plan drwg.no 04100 received 22 February 2016

Reason: - To ensure provision of a satisfactory development.