
Site Address:	Unit 10, Kenwood Business Park, New Lane, Havant		
Proposal:	Display of 1No. fascia sign.		
Application No:	APP/15/00275	Expiry Date:	18/05/2015
Applicant:	Mr Tait	Team:	Team 1
	Kenwood Ltd		
Agent:	Mr Lord	Case Officer:	David Eaves
	Studio Four Architects Ltd		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located within Kenwood Business Park and the sign would be located on the west facing elevation of unit 10 which is set well back from New Lane and is surrounded by other business units.
- 1.2 The existing building is proposed to be re-clad under a current separate application. 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 (Since 2010)

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. Current Application

APP/15/00320 Additional windows and alteration to windows in north elevation; installation of air conditioning units. Current Application

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

APP/13/00884 Erection of 2No. portable buildings to provide temporary office meeting rooms. Temp Permission November 2013

APP/12/00831 Installation of 6No. new lighting columns to existing north east car park. Permitted October 2012

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

3 Proposal

Display of 1 No. fascia sign.

The proposed sign would be non-illuminated and measure 4.560 m x 1.960m and be sited in the gable of unit 10.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

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: 23

Number of site notices: 1

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) Principle of development
- (ii) Impact on amenity
- (iii) Impact on Highway Safety

(i) Principle of development

The application site is situated within an urban area and the sign is proposed to advertise a factory outlet shop. The principle of the provision of advertisements in such circumstances is considered acceptable subject to the impact on amenity and highway safety considered below.

(ii) Impact on amenity

The proposed sign whilst large are proposed to be sited on a building set well back from New Lane. The sign would be sited within the gable of the building and would have an acceptable appearance. The sign would be non-illuminated and direct people within the site to the retail outlet. The legibility of the business park would be improved. Overall the proposal is considered to have an acceptable impact on amenity.

Given the position and siting of the sign it is not considered that the advert would have any significant impact on residential amenity.

(iii) Impact on Highway Safety

The sign is set well back from the highway and is not considered to have any impact on highway safety.

8 **Conclusion**

In conclusion the advertisement is considered to be acceptable in principle and would have a limited impact on amenity. There are not considered to be any highway safety implications.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00275

(A) subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the

ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 6 Within 1 month of the erection of the advertisement hereby approved the existing advertisement on the north elevation of unit 1 shall be removed from that building.

Reason: In the interests of the visual amenities of the area and to avoid clutter having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Statement 2012.

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

Location Plan Drawing No.120 Rev No. PL1

Proposed Signage Details Drawing No.102 Rev No. PL1

Proposed Elevations Drawing No. 103 Rev No. PL1

Reason: - To ensure provision of a satisfactory development.