
Site Address:	Proposed Redevelopment Site North of, Solent Road, Havant		
Proposal:	Display of 5No. internally illuminated fascia signs.		
Application No:	APP/15/01181	Expiry Date:	08/12/2015
Applicant:	Next Plc	Team:	Team 1
Agent:	B Rayner Peter Brett Associates LLP	Case Officer:	Steve Weaver
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site 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.
- 1.2 The site formerly featured a variety of built forms with the eastern part of the site developed in tandem with the adjacent Solent Retail Park within the last 10 years, whilst the buildings on the western part of the site dated back to the 1960s. The buildings housed a variety of unrelated land uses including a motor factors, dry cleaners, motor mechanics, general B1/B2/B8 employment uses and a Pizza Hut restaurant. All have since been demolished and work is under way in respect of a comprehensive redevelopment of the site for retail purposes as an extension to the existing Retail Park.

2 Planning History

APP/12/00752

Demolition of existing buildings on site and erection of a single structure (for Class A1 use) extending to 4289sqm (GEA) at ground floor and up to 3328sqm (GEA) at first floor, with associated access, parking and servicing. Permit 20/06/13 subject to a S106 Agreement.

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. Permit 12/12/2014 subject to deed of variation

to S106 Agreement entered into in respect of APP/12/00752.

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. Approved.

APP/15/00504

Application for non-material amendment to Planning Permission APP/14/00862 to regularise changes to elevations and internal arrangement. Approved.

3 Proposal

Display of 5No. internally illuminated fascia signs relating to the intended occupation of the eastern half of the building by Next. In detail the proposals relate to:

- (a) 2No. sets of illuminated letters ('Next') within the canopy projection to the southern elevation, which relate to the entrances to the unit;
- (b) 1No. set of illuminated letters ('Costa') at high level within the main store front to the southern elevation;
- (c) 1No. set of illuminated letters ('Next') and 1No. set of illuminated letters ('Costa') within the return storefront elevation fronting Selborne Road.

4 Policy Considerations

National Planning Policy Framework 2012

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

Development Engineer - Highways
No adverse comment

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: 78

Number of site notices: 2

Statutory advertisement: Not applicable.

Number of representations received: None

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 upon amenity
- (iii) Impact upon public safety

(i) Principle of development

7.2 Government guidance on advertisement proposals is contained within the National Planning Policy Framework (NPPF) 2012. Paragraph 67 of the NPPF advises that control over 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. The NPPF further advises that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

7.3 Policy DM21 of the Allocations Plan supports this approach in seeking to ensure that signs are appropriate in scale, size and design; do not have a cluttered appearance; do not have a detrimental impact upon public safety; and that the level of illumination proposed does not have a detrimental impact upon amenity.

(ii) Impact upon amenity

7.4 The 'Next' signs on the main southern elevation occupy a prominent yet logical position within the design of the building in a manner which echoes the approach taken to the signage on the existing Retail Park to the east. The use of illuminated letters is a more restrained approach than a conventional fascia sign and is to be welcomed. The 'Costa' sign is smaller in size and will have less prominence on the building as it lies on the main shopfront elevation - secondary signs such as this are a feature of the locality, in particular seen on Tesco opposite the site.

7.5 The 'Next' and 'Costa' signs separately proposed for the east elevation are considered appropriate as they lie within the return shopfront elevation of the building and will visually draw visitors to the building from the existing retail Park to the east.

7.6 Taken together, the signs are considered appropriate in size, scale and design to relate to their function on the building and, in the case of the more prominent 'Next' signs on the southern elevation, their location in a suitable 'signage zone' above the entrances to the unit.

(iii) Impact upon public safety

7.6 With regard to the impact on public safety, this is considered to primarily relate to highway safety concerns. A response has been received from the Development Engineer confirming that the Highways Authority has no adverse comment to make on the application, and it is considered that the approach taken to the design, location and illumination of the signs will not result in a detrimental effect to highway safety -

the signs are clear and straightforward to interpret.

8 Conclusion

- 8.1 The proposed signage is not considered detrimental to the amenity of the area, nor prejudicial to public safety interests, and is accordingly recommended for approval.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/01181 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 The intensity of illumination shall not exceed 600 candelas per m².

Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014.
- 3 The development hereby permitted shall be carried out in accordance with the following approved plans:

Signage Drawing No. JA-0815-08
Signage Drawing No. JA-0815-13
Elevations Drawing No. 02474-020-003

Reason: - To ensure provision of a satisfactory development.