
Site Address:	Former site of, 4-10 Solent Road, Havant		
Proposal:	Display of 1No. 6.6m high part -illuminated free standing curved monolith.		
Application No:	APP/14/01178	Expiry Date:	06/01/2015
Applicant:	Mr J Belbin	Team:	Team 1
Agent:		Case Officer:	Steve Weaver
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site lies on the south side of Solent Road in Havant, immediately east of the Jewsons builders yard. To the south of the site lies the A27; to the north is the Bosmere Medical Centre and an area of vacant land. To the east of the site, on the opposite side of Brockhampton Lane, lie a terrace of two storey cottages; these are within the southernmost section of the Brockhampton Conservation Area.
- 1.2 The site has historically featured a range of industrial buildings of single and two storey construction, with office elements to the north and south sides of the easternmost block in particular rising to three stories. Following the granting of outline permission for the redevelopment of the site under Application APP/12/00491 the original range of buildings has been demolished, and the approved redevelopment (Units 1 and 2 which occupy the western part of the site; Units 3 and 4 occupy the eastern part of the site) is nearing completion. The development is corporately known as 'Solent Trade Park'.
- 1.3 Natural features on the site are largely limited to modest groups of trees outside the northern Solent Road boundary; a mature oak in a planter on the Brockhampton Lane frontage, and immature screening outside of the site on the A27. The boundary treatments around the site historically featured industrial style fencing.

2 Planning History

APP/12/00491

HYBRID APPLICATION: - Full planning permission for Phase 1 comprising demolition of existing buildings and construction of up to 1465 sqm (gross internal) of Class B1c (light industry) and/or Class B2 (general industrial) and/or Class B8 use (storage and distribution), to include ancillary trade counters and B1a use (offices), with associated access, car parking and landscaping. Outline planning permission for Phase 2 comprising demolition of existing buildings and construction of up to 3608 sqm (gross internal) of Class B1c (light industry) and/or Class B2 (general industrial) and/or Class B8 use (storage and distribution), to include ancillary trade counters and B1a use (offices), with associated access and car parking. Permitted 29/1/13 and nearing completion.

APP/13/00694

Reserved Matters Application relating to scale, appearance and landscaping following Outline Planning Permission APP/12/00491. Permitted

APP/14/00832

Variation of condition 1 of reserved matters planning permission APP/13/00694 (demolition of existing buildings and construction of up to 3608 sqm (gross internal) of Class B1c (light industry) and/or Class B2 (general industrial) and/or Class B8 use (storage and distribution), to include ancillary trade counters and B1a use (offices), with associated access and car parking) relating to amendments to approved plans in respect of the external design of the buildings and the car parking and landscaping layout; and discharge of condition no/s 17(i) (hard surfacing details), 19 (external lighting) and 32 (cycle parking provision) of outline planning permission APP/12/00491 (phase II). Permitted 18/12/14.

3 Proposal

- 3.1 This application seeks advertisement consent for a 6.6m high x 1.8m wide free standing double sided monolith sign located at the Solent Road frontage of the Solent Trade Park development, opposite the currently vacant site to the west of the Bosmere Medical Centre. The sign will sit in a setting that predominantly features the access road and car parking for the frontage units, beyond which lies a ditch before the footway and carriageway of Solent Road is reached - as such the sign is likely to lie in excess of 4m from the adopted highway.
- 3.2 The design of the sign, which is slightly convex in profile, is to feature illuminated header and base panels with the details of the name of the trade park and ownership information respectively. Between these panels will lie non-illuminated individual panels including the names of individual occupiers of the units on the trade park - 7 rows of 2 panels (14 in total).

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
Initial consultation response:

The proposed totem has too much information on it because of its two column format and this will cause a distraction to users of the highway. In the other retail parks we have accepted a totem with the generic name of the retail park and a single column of occupiers of the site..... in this location there should be two separate signs to avoid too much information in one place – the totem for the frontage units, and a separate ‘menu’ board for the businesses to the rear.

This response was relayed to the applicants who replied as follows:

We have adopted this style and format of sign across numerous estates along the south coast and have never received any opposition on the grounds outlined by the highways engineer below.

The sign is to be positioned along a straight road with a good line of sight in both directions and in our view it is not beyond the wits of man to consider two columns of occupiers logos at once. In fact, having two signs, as he proposes, in our view would only increase the so-called distraction to users of the highway. It is for this reason that we sought to make the tenant display panels as large as possible within the structure of one signage panel.

A lot of consideration was given to the design of this sign from the outset and how we display all the tenants names whilst also limiting the potential impact on road users whilst also ensuring the necessary prominence. In fact, at this time, we did consider the Tanneries Estate sign, see attached photo, but considered the tenant display panels to be too small (also displayed in two columns) and lacking the necessary impact for users passing by vehicle.

For the reasons outlined above, we would therefore like the application to be considered on the merits of the information submitted to date and will not be revising our design based on his consultation response.

These arguments were relayed back to the Development Engineer who responded as follows:

I am happy to let this one go.

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: 30

Number of site notices: One

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 monolith sign in this case is proposed to occupy a prominent location at the Solent Trade Park frontage. The commercial nature of the sign is considered to relate acceptably to its surroundings, particularly on the south side of Solent Road where a number of large format commercial units are located (Jewsons, Tesco, Solent Trade Park). With regard to its height, at 6.6m the sign will approximate the eaves height of the main frontage building (Unit 3) and be lower than the ridge heights of Units 1, 2 and 3 which are clearly visible in the street scene. Local street lighting columns are understood to be of the order of 8m high, and the monolith will therefore sit at a comfortably lower level than many of the urban features in the setting of the site.
- 7.5 The level of illumination is limited to the header and base panels only and these are further intended to have restricted hours of illumination (0500-0800 hours and 1630-2400 hours).

(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. In this regard the many individual panels incorporated in the monolith originally generated concern from the Development Engineer on the basis that it might cause a distraction to road users. Following representations received from the applicants - which include references to similar signs displayed in other authorities' areas without objection - the Development Engineer has revisited his initial view and no longer considers the application to be one that he wishes to object to. This is considered a reasonable approach, given that there are a number of composite 'totem' signs with multiple entries of information in the locality such as Solent Retail Park and Tesco.
- 7.7 In other respects the position and level of luminance of the sign is not considered likely to prejudice visibility and/or highway safety of those users of the Trade Park site, or users of Solent Road in general.

8 Conclusion

- 8.1 The proposed monolith sign is considered appropriate in terms of its impact upon public safety and amenity and accordingly is recommended for approval.
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9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01178 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 No part of the monolith sign shall be illuminated other than as hereby permitted.
Reason: In the interests of highway safety and the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

Hargreaves Letter Ref: HBC.HASRP.141107 dated 7th November 2014
Tara Signs Solent Trade Park - Totem received 10th November 2014
Solent Trade Park Phase 2 Units 3 and 4 - Landscaping Plan 146-300 100 E

Reason: - To ensure provision of a satisfactory development.