
Site Address: 181-183 Havant Road, Hayling Island, PO11 0LG
Proposal: Display of 16 No. forecourt signs, comprising 2 No. externally illuminated breaking wave signs; 2 No. externally illuminated blade signs; and non illuminated signs comprising 2 No. koala signs; 8 No. pump number signs and 2 No. end cap signs.
Application No: APP/15/00056
Applicant: Esso Petroleum Co. Ltd.
Agent: Miss Harding
Ward: Hayling West
Expiry Date: 09/03/2015
Team: Team 2
Case Officer: Bee Crawford
Allan B. Matthews ARIBA

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is an established petrol station and associated sales building situated on the western side of the main thoroughfare of Havant Road, Hayling Island. It is a detached purpose built structure with a flat roof canopy and elevations of brown multibrick and cream painted blockwork. The site is open to the front with detached bungalows to the north and south, the Hayling Billy Trail to the west and two storey detached properties opposite.

2 Planning History

None relevant to this application.

3 Proposal

- 3.1 The proposal is for 2 externally illuminated 'breaking wave' signs, 2 externally illuminated 'blade' signs and 12 various non-illuminated signs to be located on the 4 existing fuel stations. The application is for new branding to replace the existing.

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

Langstone Harbour Board

No objection.

Arboriculturalist

No arboricultural impact.

Natural England Government Team

Statutory nature conservation sites – no objection.

This application is in close proximity to the Langstone Harbour Site of Special Scientific Interest (SSSI). This SSSI forms part of the Chichester and Langstone Harbours Special Protection Area (SPA) and Wetland of International Importance under the Ramsar Convention (Ramsar Site) and Solent Maritime Special Area of Conservation (SAC).

Natural England advises your authority that the proposal, if undertaken in strict accordance with the details submitted, is not likely to have a significant effect on the interest features for which Chichester and Langstone Harbours and Solent Maritime have been classified. Natural England therefore advises that your Authority is not required to undertake an Appropriate Assessment to assess the implications of this proposal on these site's conservation objectives.¹

In addition, Natural England is satisfied that the proposed development being carried out in strict accordance with the details of the application, as submitted, will not damage or destroy the interest features for which the Langstone Harbour SSSI has been notified. We therefore advise your authority that this SSSI does not represent a constraint in determining this application.

¹ This reply comprises our statutory consultation response under provisions of Article 20 of the Town and Country Planning (Development Management Procedure) (England) Order 2010, Regulation 61 (3) of the Conservation of Habitats and Species Regulations 2010 (as amended), (The Habitat Regulations) and Section 28(1) of the Wildlife and Countryside Act 1981 (as amended).

Should the details of this application change, Natural England draws your attention to Section 28(1) of the Wildlife and Countryside Act 1981 (as amended), requiring your authority to re-consult Natural England.

Local sites

If the proposal site is on or adjacent to a local site, e.g. Local Wildlife Site, Regionally Important Geological/Geomorphological Site (RIGS) or Local Nature Reserve (LNR) the authority should ensure it has sufficient information to fully understand the impact of the proposal on the local site before it determines the application.

Building Control, (Fire Access Consultation)

No comments.

Southern Water

Southern Water has no objection for the above proposal.

No excavation or new tree planting should be located within 3 metres either side of the centreline of the public sewer and all existing infrastructure should be protected during the course of construction works.

Due to changes in legislation that came in to force on 1st October 2011 regarding the future ownership of sewers it is possible that a sewer now deemed to be public could be crossing the above property. Therefore, should any sewer be found during construction works, an investigation of the sewer will be required to ascertain its condition, the number of properties served, and potential means of access before any further works commence on site.

The applicant is advised to discuss the matter further with Southern Water, Sparrowgrove House, Sparrowgrove, Otterbourne, Hampshire SO21 2SW (Tel: 0330 303 0119) or www.southernwater.co.uk.

NB: Informative recommended.

Development Engineer - Highways

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: 7

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:

- (ii) Visual amenity
- (ii) Highway Safety
- (iii) Effect on residential amenity

(i) Visual Amenity

7.2 As the site is an established petrol station with existing permitted signage, it is not considered the proposal will have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy CS16 of the HBLP (Core Strategy) and

policy DM21 of the HBLP (Allocations) therefore the signage is considered to be acceptable.

(iii) Highway Safety

- 7.3 The Development Engineer has no objection to the proposal and the illumination levels will be conditioned.

(vi) Effect on residential amenity

- 7.4 It is considered that the signs would not impact residential amenity as there is existing signage on the site and this application is for rebranding, changing the colour and design.

8 Conclusion

- 8.1 The proposal is considered to be acceptable and is recommended for consent.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00056 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 proposed 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)
- 7 The illumination of the proposed signage shall be of a static, 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)
- 8 The intensity of illumination of the signage shall not exceed 150 candelas per m2.
Reason: In the interests of the [amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 9 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan	
Drawing No 01	Existing site layout
Drawing No 02	Proposed site layout
Drawing No 03	Existing elevations
Drawing No 04	Proposed elevations
Drawing No 06	Block plan
Drawing No EXX-PMR14-PN-001 rev A	Exxon logo
Drawing No EXX-PMR14-K-C380-001	Koala >370 column
Drawing No EXX-PMR14-BL001-01	Blade with Esso logo
Drawing No EXX-PMR14-ENG-CEA-000-001	Esso logo
Breaking wave 1	

Reason: - To ensure provision of a satisfactory development.