
Site Address:	Unit 3A, Solent Trade Park, Solent Road, Havant, PO9 1JH		
Proposal:	Display of 4No. illuminated fascia signs; 3No. non-illuminated fascia signs and 3No. non-illuminated 'poster' signs.		
Application No:	APP/14/00551	Expiry Date:	01/08/2014
Applicant:	Halfords Autocentres Limited	Team:	Team 1
Agent:	Mr Kirby Bourne Wood Partnership Limited	Case Officer:	Steve Weaver
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site forms part of a larger redevelopment area which lies on the south side of Solent Road in Havant, 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 larger site 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 and reserved matters approval APP/13/00694 the original range of buildings was demolished, and a comprehensive redevelopment of the site (Unit 3 of which occupies the north eastern part of the site) is well under way. Unit 3 itself comprises a long terrace of commercial units of functional modern design; Unit 3A holds the north eastern corner and features an entrance 'shopfront' which wraps around the northern (Solent Road) and eastern (Brockhampton Lane) elevations with a signage zone above on each elevation. Its servicing is taken to the front and also the rear in the communal servicing yard that will serve all sub-units of Unit 3 and Unit 4.
- 1.3 Natural features around 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. This is due to be augmented by a new landscaped area on the north eastern frontage of the site, agreed as part of the comprehensive redevelopment proposals.

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.

APP/13/00694

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

3 Proposal

- 3.1 This application seeks advertisement consent for the display of a number of signs relating to the prospective occupier of Unit 3A, Halfords Autocentre. As originally submitted, the applications sought consent for a total of 4 illuminated fascia signs, 3 non-illuminated signs and 3 poster signs, the combined effect of which would have resulted in high level fascia signage along all elevations of the Unit. Following amendment in the light of officer and third party concerns, the amount of signage has been scaled down and now proposes:

North (Solent Road) elevation: An externally illuminated (downlit) fascia sign above the 'shopfront'

A high-level non-illuminated fascia sign

across the middle two bays of cladding
servicing doors

Two small post signs adjacent to the

Three promotional poster signs

East (Brockhampton Lane) elevation: An externally illuminated (downlit) fascia sign above the 'shopfront'

South (servicing yard) elevation: A high-level non-illuminated fascia sign across the middle two bays of cladding

4 Policy Considerations

National Policies

National Planning Policy Framework 2012

Havant Borough Local Plan (Core Strategy) 2011

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) 2014

DM21 Shopfronts, Signs, Shutters and Advertisements

Listed Building Grade: Not applicable.

Conservation Area: Site lies adjacent to Brockhampton Conservation Area

5 Statutory and Non Statutory Consultations

Development Engineer

No response received

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: 9

Number of site notices: One

Statutory advertisement: Yes

Number of representations received: 2

Summary:

- 6.1 Opposition to any illuminated signage opposite the residential properties in Brockhampton Lane on grounds of:
- (i) light pollution will shine into homes and disrupt sleeping;
 - (ii) colouring is unsightly;
 - (iii) the size of the building is adequate advertisement without the need to light it;
- and
- (iii) the character and appearance of the Conservation Area should be upheld and any advertisements should be non-illuminated and in keeping with the feel of Old Havant Town.

Comment: *The illuminated signs proposed, following amendment, amount to only the fascia signs above the entrance 'shopfront'. These are to be externally illuminated and downlit, and only the sign on the east elevation will directly face Brockhampton Lane. This part of the Conservation Area forms a small residential enclave set amidst a predominantly commercial setting, with street lights in evidence on Brockhampton Lane and Solent Road. In this context the downlit illumination of the signage is not considered likely to have a directly harmful impact on the amenity of adjoining residential occupiers.*

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 the impact on amenity and highway safety as set out in the Advertisement Regulations and reinforced by allocations Policy DM21:

- (i) Impact on amenity
- (ii) Public Safety (Highway) considerations

- (i) Impact on amenity

- 7.2 The signs are considered appropriate in size, scale and design to relate to their function on the building and, in the case of the externally illuminated fascia signs, their location in the 'signage zone' on the entrance to the unit. Following amendment, the approach taken is not considered to result in clutter and the approach of externally illuminating the signs with downlighters is considered an acceptable approach given the context of the site, which includes street lighting opposite the cottages in the Conservation Area.

- (ii) Highway considerations

- 7.3 Whilst no response has been received from the Development Engineer, 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 relatively 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.
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9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00551 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 The intensity of illumination shall not exceed 500 candelas per m2.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014.
- 7 The illuminated signs hereby granted consent shall only be illuminated during the opening hours of the unit.
Reason: In the interests of the amenity of the locality.

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

Proposed Signage 1672 PD01 Rev C

Reason: - To ensure provision of a satisfactory development.