
Site Address:	Kenwood Ltd, 1-3 New Lane, Havant, PO9 2NH		
Proposal:	Display of 3D lettering and logo forms mounted on white panelling and illuminated with halo illumination on west elevation of building.		
Application No:	APP/14/00350	Expiry Date:	27/05/2014
Applicant:	Mr Hanby	Team:	Team 1
Agent:	Mr White	Case Officer:	Stephen Andrews
	Eberhardt Signs Ltd		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Kenwood Business Park is a unit within the large industrial building located to the east side of New Lane. The building has a main access point to the north west corner. The main car park is located to the north and east side of the building and this parking is shared with other users of the site.

2 Planning History

2953 (series) -
the use of land at New Lane, Havant for industrial development
Permitted April 1954 - No hours of working/ sound conditions were attached to the original permission or any later planning permission on this site.
(14051 series, 23102 series, 54846 series are all additional to the original planning permission)

APP/11/00187
Retention of storage and loading canopies around entrances to warehouse units 7, 8 & 9 for a period of 24 months - permitted for a temporary period; this permission has since lapsed.

3 Proposal

Advertisement Consent for the display of 3D lettering and logo forms mounted on white panelling and illuminated with halo illumination on west elevation of building (north-west corner).

4 Policy Considerations

National Policies
National Planning Policy Framework, 2012

Core Strategies 2011 forming part of the HBLDF
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) 2013
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: 11

Number of site notices: One

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) Visual Amenity
- (ii) Highway Safety

(i) Visual Amenity

7.2 The signage would not have a significant impact on the visual amenity of the surrounding area. This is because the main building where the signage is proposed is set back a significant distance from the public highway of New Lane (approximately 110 metres), with the only view in being that at the access road.

Although the signage would be visible from New Lane the scale and design of the signage is appropriate to the form and appearance of the building. Further the halo lighting would not detract from general industrial appearance and function of the site.

The signage sympathetically and proportionately relates to the form and layout of the building and has due regard to the wider impact of the area. The signage will better identify the use of the building and site in accordance with the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.3 As mentioned above the building sits some 110m back from the highway of New Lane and would not therefore be readily noticeable by existing highway users. It is only when you drive into the site that the signage would be observed by the general highway user. On this point the scale and level of luminance is within acceptable limits.

8 Conclusion

- 8.1 The proposal is considered to be acceptable and is recommended that advertisement consent is granted.
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9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00350 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 fascia 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 development hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan - 1:2500 Stamped 1st April 2014
Drawing - 21914-04-02
Drawing - 21914-05-00

Reason: - To ensure provision of a satisfactory development.