
Site Address:	6 Solent Road, Havant, P09 1JH		
Proposal:	Display of 4No. non-illuminated fascia signs.		
Application No:	APP/13/01024	Expiry Date:	10/12/2013
Applicant:	Tarnley Ltd T/A Havant Motor Factors	Team:	Team 1
Agent:		Case Officer:	Steve Weaver
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The Solent Trade Park site to which No.6 Solent Road belongs 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 Trade Park 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 first phase of redevelopment (Units 1 and 2 which occupy the western part of the site) is well under way.
- 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 feature 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 Phase 1 under construction.

APP/13/01082

Application for Non Material Amendment to Planning Permission APP/12/00491 relating to weather protection. Permitted 26/11/13.

3 Proposal

- 3.1 The hybrid application referred to in Section 2 above secured permission for the demolition of the original industrial buildings and clearance of the associated yards, and the construction of a comprehensive range of new buildings to be used for light industrial , general industrial or storage purposes, with ancillary office accommodation and trade counters as required.
- 3.2 Units 1 and 2 were approved in detail, and in terms of layout each adopt a simple rectangular footprint resulting in a goosewing grey hipped roof above elevations composed in the main of grey Kingspan proprietary cladding panels with dark blue trims. The pedestrian entrances for both buildings front Solent Road, with a car parking area lying between the buildings and the boundary of the site with Solent Road. Servicing access is available to the rear of both buildings.
- 3.3 This application for advertisement consent seeks permission for the installation of 4No. non-illuminated signs to Unit 2 (now known as 6 Solent Road), which at the time of writing is nearing completion:
- (1) a high level 'disc' logo sign on the front (north) elevation, set above the first floor windows - already installed at the time of this recommendation;
 - (2) individual lettering spelling out 'Havant Motor Factors' on the front (north) elevation, set between the ground and first floor windows - already installed at the time of this recommendation;
 - (3) a high level fascia sign with the company name, phone number and logo on the east side elevation (facing onto what will become the main servicing access road into the overall Solent Trade Park estate); and
 - (4) a high level fascia sign with the company name, phone number and logo on the rear (south) elevation.

4 Policy Considerations

National Policies

National Planning Policy Framework 2012

Havant Borough Local Plan (Core Strategy) 2011

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) Publication Version 2013

Policy DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Larger Solent trade Park site lies adjacent to Brockhampton Conservation Area

5 Statutory and Non Statutory Consultations

Development Engineer

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: 0

Number of site notices: Two

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 on amenity
- (iii) Impact on public safety

(i) Principle of development

7.2 The principle of installing signage to existing buildings is accepted in both the emerging Allocations Plan (Policy DM21) and the NPPF which states:

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor 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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. (Para 67).

7.3 The Government is committed to fostering economic development and the provision of appropriate advertising can help 'brand' and identify business locations such as Havant Motor Factors. The proposal to add signage to their newly constructed premises is therefore supported in principle, subject to an assessment of the appropriateness of the scale and designs on the building and its surroundings.

(ii) Impact on amenity

7.4 The application site lies within the built up area of Havant, to the west of the main town centre boundary and in an area characterised by commercial development. Units 1 and 2 are currently nearing completion and thus provide the context for the advertisements proposed. These new buildings comprise brick and modern cladding materials in the main, with shallow hipped and pitched roofs. Units 1 and 2 are rectilinear in form with ridge heights of 8.4m and 9.5m respectively. The principal elevations facing Solent Road feature detailing in the cladding, and glazing at ground floor and first floor levels - the remaining elevations are more functional in appearance.

7.5 Commercial buildings in the locality feature a variety of signs in a variety of styles - on Solent Road, Tesco to the east features prominent signage on all its elevations; the

buildings of the Solent Retail Park have designed-in large front fascia signs; the Jewsons premises to the west also features signage. To the rear the site backs onto the A27(T), and here high level signage is in evidence in a number of locations - Tesco, Langstone Technology Park Apollo Fire Detectors, Fat Face and Jewsons are all amongst those who have an advertising/signage presence on this road frontage.

- 7.6 In this context the signs proposed are all non-illuminated, and whilst large in themselves, sit comfortably within the elevations that they are intended to be applied to, given the scale of the building that comprises Unit 2. The signs on the front elevation are centred on the principal elevation and are not unduly assertive in size or character. The high level sign on the east elevation will, once the overall Solent Trade Park development is complete, face across the servicing road into the site and be partially obscured by Unit 3 of the development (not yet commenced). It is proposed to be located tight into the north eastern corner of the side elevation and is a relatively modest addition bearing in mind the scale of the side elevation as a whole. The fascia sign to the rear elevation is perhaps the most significant addition in terms of its impact upon this elevation, and is off-centred to the eastern side with the servicing and personnel doors located within the western side. However the impact of the sign in this location is principally upon views from the adjacent A27(T), and here, given the variety of signage already in existence in the street scene and the overtly urban characteristics of the environment, this impact is considered not to be an inappropriate or unacceptable one.

(iii) Impact on public safety

- 7.7 All four of the signs proposed contain a limited amount of text and visual information, such that their identification of the Havant Motor Factor premises and meaning can be easily discerned from an immediate interpretation of them. This is important given that the signs lie adjacent to an important local road (Solent Road) serving a wide variety of commercial and residential properties, as well as the rear sign facing the strategic A27 Trunk Road. None of the signs are illuminated, and all are set well above pedestrian height.
- 7.8 In this context the Development Engineer has confirmed that he has no objections to the signs on highway safety grounds.

8 Conclusion

- 8.1 The principle of adding signage to identify these new commercial premises is accepted, and given the commercial setting of the site and the scale of the building in question the size and design of the four signs proposed is considered not to give rise to any undue impact on amenity or public safety grounds. The application is therefore recommended for consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/01024 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 1992

- 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 1992

- 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 1992.

- 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 1992.

- 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 1992.

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

Signage For East Elevation received 15 October 2013

Front Elevation (North) received 15 October 2013

Signage For Rear Elevation received 15 October 2013

Proposed Sign Positions For Unit 2 (No.6) Solent Road Havant received 15 October 2013

Front Elevation, East Elevation and South Elevation Sign Specifications sheet received 15 October 2013

Reason: - To ensure provision of a satisfactory development.