

DELEGATED OFFICER REPORT

Site Address:	Land to the west of B&Q, Purbrook Way, Havant		
Proposal:	Advertising consent for 2No. illuminated fascia signs located on the western and southern elevations; a free standing illuminated flagpole / totem sign located to the west of the store; 2No. large illuminated billboards located on the western elevation; 1No. small illuminated billboard located on the western elevation; a free standing poster display unit; and 1No. directional sign at the entrance to the site.		
Application Type:	Advertisement		
Application No:	APP/25/00257	Expiry Date:	12 th August 2025
Applicant:	Lidl UK GmbH		
Agent:	Mr Thornton, Simply Planning	Case Officer:	Richard Hawkey
Ward:	Leigh Park Hermitage		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

At the time of the officer site visit the site had been cleared and ground works to reduce the levels of the site had commenced in connection with the consent for a new store and associated development as approved under APP/20/01221.

The application site is in an area containing mainly commercial, industrial and retail buildings. Adjacent land uses are as follows:

- North boundary – landscaping
- East boundary – commercial & retail
- Southern boundary – commercial and retail
- Western boundary – landscaping and A3(M)

2 Planning History

APP/20/01221 - Erection of retail foodstore with associated car parking, access, landscaping and engineering works (approved 2.12.22). Request to discharge conditions 3, 4, 12 and 15 (recd 4.5.23)., PERM,02/12/2022

APP/23/00063 - 2No. illuminated fascia signs, 1No. illuminated flag pole/ totem sign, 3No. externally illuminated large billboards, 1No. free-standing poster display unit and 2no. externally illuminated small billboards., PERM,13/04/2023

APP/23/00414 - DOC, UNK,

APP/24/00330 - Erection of retail foodstore with associated car parking, access, landscaping and engineering works.(04.02.25). Request to discharge condition 16 (Withdrawn 13.3.25). Request to discharge condition 16 (Received 19.03.2025). Request to Discharge Conditions 3, 13 (Received 09/05/2025)., PERM,04/02/2025

APP/25/00114 - Covering Letter - Simply Planning Habitat Management and Monitoring Plan - RPS, UNK,

APP/25/00172 - Application for non-material amendment to condition 15 of planning permission APP/24/00330 relating to amendment to BNG baseline position., PERM,26/03/2025

APP/25/00187 - Request to Discharge Condition 16 of APP/24/00330 (Received 19/03/2025)., UNK,

APP/25/00444 - Discharge of Condition 3 & 13 of APP/24/00330, UNK,

3 Proposal

The proposals would involve the erection of 2No. illuminated fascia signs (located on the western and southern elevations of the building), a free standing illuminated flagpole / totem sign (located to the west of the store), 2No. large illuminated billboards (located on the western elevation of the building); 1No. small illuminated billboard (located on the western elevation of the building), a free standing poster display unit and 1no. directional sign at the entrance to the site. It should be noted that this proposal is a revision to the signage approved under consent APP/23/00063 which was granted on 13th April 2023.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

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

Arboriculturalist

No comments received. It was noted from the officer site visit that there are no trees in proximity to any of the signs proposed.

Councillor Amy Redsull - Leigh Park Hermitage

No comments received.

Councillor Richard Joseph Spence Brown

No comments received.

Councillor Vicky Rhodes

No comments received.

Hampshire Highways

The applicant is proposing internally illuminated signage, and one LED spotlight illuminated directional sign. The Highway Authority provide no objections to the signage with the 580cd/m² and 225cdm/2 luminance, as this falls within the maximum luminance levels (600cd/m²) for a signs up to 10m² in an urban (E4) zone.

Notwithstanding the above, the remaining signage does not comply with the maximum luminance levels of 600cd/m² for under 10m², and 300cd/m² for over 10m².

- Signage types 2 and 3 have been given as 650 lumens/m². The applicant should provide the luminance levels in candela/m². Should this exceed the maximum luminance levels then this should be reduced

- Signage type 5 is 12.56m², and has 440 cd/m² luminance, and thus exceeds the maximum luminance level of 300 cd/m². The luminance should be reduced to fall

within maximum levels

- Signage type 6 is to be lit by LED spotlights. No information has been given as to the direction and luminance of these. This should be clarified. With regards to the above, the Highway Authority require further information in order to fully assess this application.

Additional comments made in response to revised plans received:

Amended plans have been submitted. With regard to the amendments that were requested within the Highway Authority's previous response dated 19th May 2025, the following has been altered:

- Signage types 2 and 3 have been provided in candela/m² with a luminance of 73cd/m². This falls within maximum luminance levels;
- Signage type 5 plans have been amended, with the luminance now approximately 300 cd/m². This falls within acceptable luminance levels;
- The LED spotlights have been removed from signage type 6.

In light of the above, the Highway Authority are satisfied that the plans have been suitably altered, and therefore recommend no objection subject to the following condition:

The illumination of the consented sign(s) shall be no greater than 600 candela per square metres for a sign under 10sqm and 300 candela per square metre for a sign over 10sqm and no light source shall be visible from the highway. The lighting shall be implemented in accordance with the approved plans hereafter.

Reason: In the interests of highway safety.

Southern Gas Network

No comments 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: 2

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
- (iii) Effect upon residential amenity

(iv) Southern Gas

(i) Visual amenity

7.2 The proposals currently under consideration are very similar in extent and positioning to those previously approved under ref: APP/23/00063. The size and amount of signage proposed is what would be expected of the building which it is to serve and is located adjacent to other similar uses. For the most part the signage would not be unacceptably visible in the wider locality, and it is not considered that it would have any significantly adverse impact on the visual amenity of the immediate or wider locality. As a result, the proposal is considered acceptable under the requirements set out under Policy DM21 of the Havant Borough Local Plan (Allocations).

(ii) Highway Safety

7.3 The Highway Authority were consulted on this application and in the first instance objection was raised in terms of the level of illumination proposed as well as a lack of information regarding the positioning of illumination proposed for Sign 6. These issues were raised with the applicant and revised plans provided to address these concerns. In response to the revised plans the Highway Authority raised no objection subject to a condition relating to the illumination proposed.

7.4 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(iii) Effect on residential amenity

7.5 Due to the position of the proposed signs they are not considered to have an adverse impact on residential amenity and therefore comply with Policy CS16 of the Havant Borough Core Strategy (2011).

(iv) Southern Gas

7.6 Whilst no response has been received from Southern Gas in response to this planning application it is noted that there are high pressure pipelines within the vicinity of the site. Under the previous advertisement consent application an informative was added to the decision notice to highlight this to the applicant. It is recommended that such an informative is also added to the decision notice of this application.

8. Conclusion

8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/25/00257 subject to the following conditions:

1. The development hereby permitted shall be carried out in accordance with the following approved plans:
Signage Layout Plan DrawNo. XX-XX-DR-A-91003 S3 Rev P02 received by the Local Planning Authority 7th July 2025
Location Plan DrawNo. PP-138 668 25 V1 received by the Local Planning Authority 17th April 2025

Reason: To ensure provision of a satisfactory development.

2. The illumination of the consented sign(s) shall be no greater than 600 candela per square metres for a sign under 10sqm and 300 candela per square metre for a sign over 10sqm and no light source shall be visible from the highway. The lighting shall be implemented in accordance with the approved plans hereafter.

Reason: In the interests of highway safety and of the amenities of the area having due regard to Policy DM21 of the Havant Borough Local Plan (Allocations).

Informatives:

1. Southern Gas Networks - Overbuild Advisory Note

There are a number of risks created by built over gas mains and services; these are:

- Pipework loading - pipes are at risk from loads applied by the new structure and are more susceptible to interference damage.
- Gas entry into buildings - pipework proximity increases risk of gas entry in buildings. Leaks arising from previous external pipework able to track directly into main building from unsealed entry.
- Occupier safety - lack or no fire resistance of pipework, fittings, or meter installation. Means of escape could be impeded by an enclosed meter.

Please note therefore, if you plan to dig, or carry out building work to a property, site, or public highway within our gas network, you must:

1. Check your proposals against the information held at <https://www.linsearchbeforeudig.co.uk/> to assess any risk associated with your development and
2. Contact our Plant Protection team to let them know. Plant location enquiries must be made via email, but you can phone us with general plant protection queries. See our contact details below:

Phone 0800 912 1722 / Email plantlocation@sgn.co.uk

In the event of an overbuild on our gas network, the pipework must be altered, you may be temporarily disconnected, and your insurance may be invalidated.

Further information on safe digging practices can be found here:

- Our free Damage Prevention e-Learning only takes 10-15 minutes to complete and highlights the importance of working safely near gas pipelines, giving clear guidance on what to do and who to contact before starting any work
<https://www.sgn.co.uk/damage-prevention>

- Further information can also be found here
<https://www.sgn.co.uk/help-and-advice/digging- safely>
- 2. In accordance with paragraphs 39-51 of the NPPF Havant Borough Council (HBC) takes a positive and proactive approach and works with applicants/agents on development proposals in a manner focused on solutions by:
 - Offering a pre-application advice service, and
 - Updating you of any issues that may arise in the processing of your application and where possible suggesting solutions, and,

In this instance:

- You were updated about issues after the initial site visit,
- Your application as revised addressed concerns raised was now considered acceptable.