

Planning Department
Havant Borough Council
Civic Centre Road
Havant
Hampshire, PO9 2AX

Our Ref: HBC.HASTP.160204

4th February 2016

Dear Sirs,

**TOWN & COUNTRY PLANNING ACT (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007 –
CONSENT TO DISPLAY ADVERTISEMENT AT SOLENT RETAIL PARK, SOLENT ROAD, HAVANT, PO9
1ND**

Please find enclosed an application for consent to display advertisements at the aforementioned premises, as follows:

“Installation of two new illuminated totems signs”

Accordingly, his application has been submitted via the on-line Planning Portal, and is accompanied with the following:

1. Completed advertisement application form;
2. Site location plan
3. Proposed signage scheme drawing and details
4. Photographs of the existing signage on-site

The Proposal

Specifically, the proposal is for 2 new illuminated totem signs, to be positioned at the positions indicated on the location plan, along Solent Road for the purpose of announcing the occupiers of the Retail Park at both phase I & II.

The signs will be 60° triangular shaped totems with two faces of the sign to have individual lightboxes with acrylic face panels, set in to display tenant logos. There is an aluminium header panel, with back illuminate lettering and a domed logo device at the top. The dimensions for each are 9.600 metres (h) x 2.400 metres (w) as per the schematic drawing provided.

Both signs will contain display tenant logos; the visible face size of the tenant logo panels is 0.495m (h) x 2.340m (w).

The sign to be installed at “Location A” as indicated on the location plan provided in conjunction with this application will be installed in substitution of the existing illuminated totem, for which photographs are provided.

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TOTEM APPLICATION, SOLENT RETAIL PARK, SOLENT ROAD, HAVANT

Site and Surroundings

The site is bounded by Solent Road, Brockhampton Lane and Selbourne Road and extends to approximately 3 hectares. The site is at the heart of the built-up area of Havant and lies within 400m of Havant Town Centre's Primary Shopping Frontage, as indicated on the location plan provided.

The site is broadly surrounded by retail uses to the east and south-east; Class B uses to the north and south-west and residential to the west and north-west. Opposite the site lies the large Tesco Superstore and further down Solent Road, Solent Trade Park.

At present, the site is characterised by a single illuminated totem within the south-east corner of the site that displays the seven tenants trading from the site, namely, Sports Direct; Peacocks, Halfords, Next, Laura Ashley, Pets at Home and Hobbycraft.

However, with the extension of the existing Retail Park to include a further two units that will be occupied by M&S and Next, with Mothercare moving into the existing Next unit on Phase one it has been considered necessary to upgrade the existing totem and display a further totem within Phase two of the scheme.

Government Planning Guidance

Government guidance on advertising proposals is contained within the National Planning Policy Framework (NPPF), published in March 2012.

Paragraph 67 of the NPPF advises that control over the 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. It further advises that advertisements should be subject to control only in the interests of amenity and public safety, taking account of the cumulative impacts.

Planning Issues

As confirmed in national policy, there are only two matters for consideration relative to signage, namely amenity and public safety, provided the advertisements proposed are efficient, effective and simple in concept and operation. Accordingly, the commentary below confirms that the proposal will have no detrimental impact with regard to either.

The sign that will replace the existing totem at the south-east corner of the site has the intention of performing a useful purpose in announcing the location of the Retail Park and the occupiers themselves. The sign will bring a fresh and vibrant look to the Retail Park, having regard to the fact; it will be replacing the existing sign, we would not consider it to have any detrimental impact on either amenity or public safety.

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TOTEM APPLICATION, SOLENT RETAIL PARK, SOLENT ROAD, HAVANT

The signage proposed will have a clean symmetrical design, and will be of benefit to the street scene – particularly because, and as noted above, it will replace the existing somewhat dated appearance of the old totem.

In respect of the second totem that will be displayed in accordance with the position proposed and approved under planning application APP/14/00862 drawing no. 1209-PL25 Rev. D in respect of the second phase of Retail development.

The signage complements the area, and reflects the site's position on a main road signalling the Retail Park for west-bound traffic.

In terms of highway and public safety, it is considered that there will be no harm to the pedestrians and motorists as the proposed signage scheme seeks to provide them with readily visible information regarding the offer available at the Retail Park.

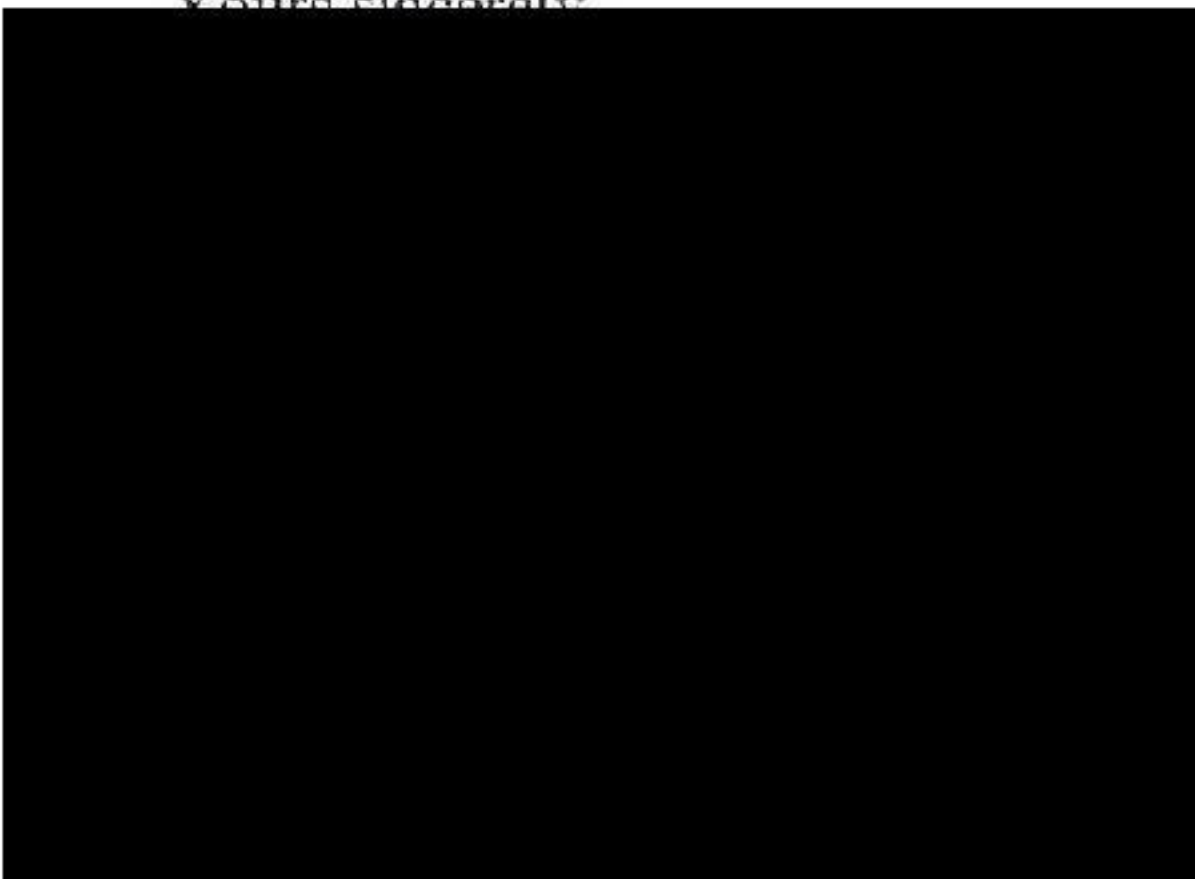
Conclusion

The size and styling of the proposed signs complement the overall Retail Park site, whilst contributing towards a friendly, clean, welcoming and visually appealing environment. As a result, the signage scheme is informed but not intrusive.

Consequently, the proposal conforms to the objectives of the NPF by being respectful to the site's location in relation to the highway network and the surrounding area.

It is therefore, respectfully requested that advertisement consent is forthcoming. In the meantime, we look forward to receiving confirmation that the application has been registered and validated.

Yours sincerely,



Encl.

