

DELEGATED OFFICER REPORT

PROPOSAL	Proposed installation of cladding to existing automotive retail unit
LOCATION:	1 Elettra Avenue, Waterlooville, PO7 7XW
REFERENCE NO:	APP/26/00010
APPLICANT:	Mr Neil McCue - Snows
APPLICATION TYPE:	Full planning permission
CONSULTATION EXPIRY DATE:	04/02/2026
APPLICATION EXPIRY DATE:	11/02/2026
WARD:	Waterloo
SUMMARY RECOMMENDATION:	Approve with Conditions

1. Site Description

- 1.1 The unit that is the subject of this application is located to the south-western part of 1 Elettra Avenue and is currently occupied by BYD. The site is located to the north-east of the junction between Elettra Avenue and Waterberry Drive, which forms the entrance to Brambles Business Park. The unit is roughly divided into three elements with a double height showroom facing Elettra Avenue, a small single storey section with vehicle bays behind the showroom to the north-west, and a further two storey element comprised of vehicle bays with offices above and a single storey projecting entrance to the west. There are external car parking areas around the unit with a service road providing access to the rear of the site. Vehicular access to the service road is from Hambledon Road; from Waterberry Drive the access is pedestrian only. The site is separated from Elettra Avenue by a grass verge and pedestrian footpath and is set at a slightly lower level than the highway, which increases the set back effect.
- 1.2 Development within the immediate locality is commercial in nature and appearance and predominantly characterised by large scale commercial and industrial units. There is a second large car showroom to the north-east and a Lidl and McDonald's on the opposite side of Elettra Avenue to the south with Brambles Estate to the west. To the north of the site there is a day nursery and pre-school and a petrol filling station with a small shop.

2. Planning History

APP/11/00919 - Erection of two storey extension to accommodate new car showroom, offices and valeting building., PERM,31/05/2011

APP/11/01242 - Discharge of Condition No/s 5, 6, 7 and 9 of Planning Permission APP/11/00919., ,16/04/2013

APP/11/01343 - Discharge of Condition No. 8 of Planning Permission APP/11/00919., PERM,09/11/2011

APP/11/01435 - Display of 6No. sets of illuminated lettering; 3No. illuminated fascias; 1No. illuminated freestanding entrance arch; 1No. illuminated totem sign; 1No. illuminated external wall sign; 3No. louvres; 12No. non-illuminated freestanding signs; 1No. 'opening hours' non-illuminated vinyl graphic; and 3No. flags. , PERM,14/12/2011

APP/24/00844 - Advertising consent to remove existing signage and install new illuminated and non-illuminated Toyota brand signage - 2 x Facia - illuminated, 1 x Facade screen - Illuminated, 1 x Totem - Illuminated, 1 x Direction sign, 1 x Archway - Illuminated. PERM, 10/12/2024.

APP/25/00948 - Application for Advertisement Consent for Proposed brand signage on an existing car showroom building, along with a replacement totem. Signage consists of a 'BYD Crown' and 'ACM (aluminium composite material) façade'.1 - Totem Signage (Illuminated) 2 - BYD Crown Illuminated Logo with associated over-cladding (Illuminated).

Officer Comment: *This application is linked to APP/25/00948 and was submitted following discussions with the agent regarding the extent of the proposed cladding included in the advertisement application.*

3. **Proposal**

Proposed installation of cladding to existing automotive retail unit.

4. **Policy Considerations**

In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, this decision has been taken having regard to the policies and proposals in the National Planning Policy Framework, the Development Plan, and all other material planning considerations identified in the Planning Considerations section of the report.

Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016
Chichester Harbour Management Plan 2024-2025
Havant Borough Council and Chichester District Council Joint SPD - Chichester Harbour Area of Outstanding Natural Beauty

Havant Borough Local Plan (Core Strategy) March 2011

CS15 Flood and Erosion Risk
CS16 High Quality Design

Havant Borough Local Plan (Allocations) July 2014

AL1 Presumption in Favour of Sustainable Development

Emsworth Neighbourhood Plan Post Examination Version 2020

N/A

Listed Building Grade: N/A

Conservation Area: N/A

5. **Statutory and Non Statutory Consultations**

County Highways Team

Thank you for your consultation on the above planning application which seeks to replace an existing totem adjacent the highway. Drawing 25037-HNW-ZZ-ZZ-DR-A-2220 demonstrates the replacement totem will be installed at the same location as the current totem. This is acceptable to the Highway Authority.

On the basis of the above the Highway Authority offers no objection.

Environmental Health

Environmental Health (pollution) has no objection to the proposals, the following informative note is recommended advising the applicant to restrict construction hours in line with good practice.

Construction hours

To reduce the likelihood of local residents being subjected to adverse levels of noise annoyance during construction, work on site should not occur outside the following hours: -

Monday – Friday 7.30 a.m. – 6.00 p.m.

Saturday 8.30 a.m. – 1.00 p.m.

NO WORK ON SUNDAYS & BANK HOLIDAYS.

If work at other times is required permission should be obtained from the local planning authority

Officer Comment: *Considering the nature of the surrounding area, the use of an informative is considered appropriate in this case.*

Building Control

No comments received.

Councillor Ryan Brent

No comments received.

Councillor Gwen Robinson

No comments received.

Councillor Peter Wade

No comments received.

6. Publicity and 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: 14

Number of site notices: 1

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice		12/01/2026	02/02/2026	Is advertised in the public interest

Statutory advertisement: N/A

Number of representations received: 0

Comment	Officer Comment
No comments received.	

Material planning considerations are addressed in Section 7.

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 upon the character and appearance of the area
- (iii) Impact upon residential amenity
- (iv) Flood risk
- (v) Biodiversity Net Gain

(i) Principle of development

7.2 The application site is located within the defined urban area, therefore development is considered acceptable in principle subject to development management criteria.

(ii) Impact upon the character and appearance of the area

7.3 The proposal relates to new wraparound cladding that would extend beyond the existing building envelope. The proposed cladding would cover the showroom, entrance, and west elevation of the area containing vehicle bays and offices. No alterations are proposed to the north facade, the east end of the offices, or the single storey vehicle bays. The agent has confirmed that there would be no new usable floor area created by the proposals and has provided 3D images indicating the structure of the proposed 'crown'.

7.4 The material proposed for the cladding is an aluminium composite in a metallic mid grey similar to that seen on the existing building during a visit to the site. The proposed cladding is typical of other commercial buildings in the area and is considered to be acceptable. The proposed cladding would square off one side of the existing gull wing style roof and would include a 'crown' upstand that would sit on the southern corner of the roof and would be approximately 2.4m in height. Given the scale of the existing building and overall site, and the commercial and industrial nature of the immediate locality, the proposals are overall considered to be acceptable.

7.5 The design and appearance of the proposal is deemed appropriate in context to the main building and is therefore considered to be acceptable, meeting the requirements

of Policy CS16 of the HBLP (Core strategy). It is considered that the scheme would not result in an adverse impact on the visual amenity of the locality.

(iii) Impact upon residential amenity

- 7.6 There are no immediately adjacent residential properties. The nearest dwellings are located over 120m to the north-west on the opposite side of Hambledon Road.
- 7.7 Consequently, it is considered that the proposal will not appear overbearing or lead to a loss of light, outlook or privacy and would have limited and acceptable impact on the properties immediately adjacent to the application site and the properties opposite or to the rear, meeting the requirements of Policy CS16 of the HBLP (Core Strategy). It is noted no letters of objection were received with respect to the scheme.

(iv) Flood risk

- 7.8 The site is within an area at risk of surface water flooding, however as the proposals relate to external cladding only there would be no change to the existing flood risk management of the site and the proposals would therefore be in accordance with Policy CS15 of the HBLP (Core Strategy).

(v) Biodiversity Net Gain

- 7.9 The site is entirely hard surfaced and the proposals do not involve any new floor area. The proposals therefore meet the De Minimis exemption requirements for Biodiversity Net Gain.

8 Conclusions

- 8.1 The proposed development is acceptable in principle, is appropriate in terms of design and its impact on the character of the area, and would have a limited and acceptable impact on the neighbouring properties. On this basis it is recommended for approval.

9. **RECOMMENDATION:**

That the Development Manager be authorised to **GRANT PERMISSION** for application APP/26/00010 subject to the following conditions.

Conditions:

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

Location Plan 25037-HNW-ZZ-ZZ-DR-A-1000 P01
Proposed Site Plan 25037-HNW-ZZ-ZZ-DR-A-2100 P01
Proposed Elevations 25037-HNW-ZZ-ZZ-DR-A-2300 P01
3D Overview received 06 February 2026
Proposed 3D Images received 06 February 2026
Supporting Statement – Application for Planning Permission Summary

Reason: To ensure provision of a satisfactory development.

- 3 The external materials used shall be as indicated on the submitted forms and hereby approved plans, or shall match, in type, colour and texture, those of the existing building so far as practicable.

Reason: In the interests of the amenities of the area and having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework.

Informatives:

- 1 In accordance with paragraphs 38-50 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:

- Your application was acceptable as submitted and no further assistance was required.

- 2 Construction hours

To reduce the likelihood of local residents being subjected to adverse levels of noise annoyance during construction, work on site should not occur outside the following hours:

Monday – Friday 7.30 a.m. – 6.00 p.m.
Saturday 8.30 a.m. – 1.00 p.m.

NO WORK ON SUNDAYS & BANK HOLIDAYS.

If work at other times is required permission should be obtained from the local planning authority