DELEGATED OFFICER REPORT

Site Address:	25 West Street, Havant, PO9 1ER		
Proposal:	Advertisement consent Application for Fascia Sign and Projecting Sign.		
Application Type:	Advertisement		
Application No:	APP/25/00931	Expiry Date:	06 January 2026
Applicant:	Mr Tien Vo		
Agent:	Mr Kerr	Case Officer:	Denise Sheath
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

25 West Street, Havant is a ground floor retail unit located within the West Street pedestrianised retail area

2 Planning History

HWU_5201 – The use of Nos. 21, 23, 25, 27 West Street Havant for the erection of a maximum of 4 shops with accommodation over - Permit - 10 March 1958

HWU_5201/1 – The erection of 4 shops with storeroom over Nos. 23-27 West Steet Havant - Permit - 10 October 1958

32229/1 – Change of use at ground and first floors from Hairdressers to Class II office use – Refused – 29 June 1987

APP/25/00930 - Lawful Development Certificate for proposed Change of Use from Charity Shop to Nail Salon under Use Class E – Granted 23 January 2026

3 Proposal

Advertisement consent Application for Fascia Sign and Projecting Sign.

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

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Authority:

Advertisement consent Application for Fascia Sign and Projecting Sign

The Highway Authority wishes to make the following comments.

This application proposes the construction of two illuminated signs for a nail salon along West Street in Havant. The application form confirms that these signs will emit a luminance of 400cd/m2.

The Highway Authority is satisfied that this accords with the guidance set out in the ILP's GN01 'Guidance Notes for the reduction of obtrusive light' – 2011 for signage up to 10m2 in area in an E4 urban area.

Recommendations:

These proposals have been considered and in review are not anticipated to result in a significant impact to the safety or operation of the local highway network. Therefore, the Highway Authority have no objection to the proposals subject to the following condition:

Condition: The illuminated signage included as part of this proposal shall at no time be permitted to emit a luminance greater than 600cd/m2 . Reason: in the interest of highway safety.

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: 4

Number of site notices: 1

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

(i) Visual amenity

7.2 The proposal is for the installation of one fascia sign and one projecting sign. The fascia sign would measure approximately 4.750 m in width and 1.075 m in height, featuring a black, non-illuminated background with internally illuminated 3D gold lettering reading **"T L Nail Spa"** at a height of around 0.35 m.

The projecting sign would be positioned approximately 2.4 m above ground level. It would also have a black background with internally illuminated gold text reading **"TL NAILS SPA"**. The site is located within an established commercial area where similar signage is already present. As such, the proposed signs are not considered to result in any harm to the visual character of the locality.

7.3 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).

(ii) Highway safety

7.4 The site is located within the pedestrianised area of West Street and as such is unlikely to result in a distraction to or have an impact on vehicular highway users. The proposed signage luminance is well below levels permitted for such locations. A condition is to be placed upon the decision notice if consent is granted to ensure that the illumination would remain at acceptable level in the future. The proposal would therefore comply with policy DM21 of the HBLP (Allocations).

(iii) Effect on residential amenity

7.5 The proposed signage is not considered to have a detrimental impact on the amenities of nearby residential properties. There are publicly maintained street lights close to the site which will lessen any potential and/or perceived impact from the proposed illumination level

8. Conclusion

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

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9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/25/00931 subject to the following conditions

Condition 1:

(a) 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.
(b) No advertisement shall be sited or displayed so as to:

(i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

Condition 2:

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

Location Plan – Received 10 November 2025
Planning Statement – Received 10 November 2025
Proposed Plans and Elevation – Drawing No. 03B – Received 10 November 2025

Reason: - To ensure provision of a satisfactory development.

Condition 3:

The illuminated signage included as part of this proposal shall at no time be permitted to emit a luminance greater than 600cd/m2.
Reason: In the interests of the amenities of the area and highway safety having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) and the National Planning Policy Framework..

Condition 4:

The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for business.
Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.

<u>Informative:</u>

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.