

DELEGATED OFFICER REPORT

PROPOSAL	Application for Advertisement Consent for Proposed brand signage on an existing car showroom building, along with a replacement totem.
LOCATION:	Snows, 1 Elettra Avenue, Waterloooville, PO7 7XW
REFERENCE NO:	APP/25/00948
APPLICANT:	Mr Neil McCue
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	27/01/2026
APPLICATION EXPIRY DATE:	12/01/2026
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. There is an existing totem to the south between the main building and Elettra Avenue.
- 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/26/00010 - Proposed installation of cladding to existing automotive retail unit.

Officer Comment

The proposal includes signage to new areas of cladding, which have been considered separately under APP/26/00010.

3. Proposal

Application for Advertisement Consent for Proposed brand signage on an existing car showroom building, along with a replacement totem.

Officer Comment

The description was amended to include all the signage shown in the proposed drawings.

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

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

Listed Building Grade: N/A
Conservation Area: N/A

5. **Statutory and Non Statutory Consultations**

Environmental Health

The proposed signage and totem are not anticipated to result in adverse noise, light or air quality impacts to residents.

Environmental Health (pollution) has no objection to the proposals.

It is anticipated that any related construction works shall take place between 08:00 - 18:00 Monday to Friday and 08:00 - 13:00 on Saturdays.

Officer Comment

An informative relating to construction hours has been recommended for the related cladding application.

County Highways Team (1)

Thank you for consulting the Highway Authority on the above planning application. The Highway Authority wishes to make the following comments.

The applicant proposes that the illuminated totem signage will emit 2200cd/m². Additionally, a BYD logo around the top of the building has also been proposed to emit a luminance of 2200cd/m². Both lighting proposals greatly exceed the maximum permitted luminance for an illuminated sign face with a surface area of less than 10m² within an E4 (Urban) environmental zone. The applicant should be aware that in order accord with these guidelines, the luminance of the sign should not exceed 600cd/m². As these proposals stand, the Highway Authority would not find this to be acceptable as this could dazzle drivers to the detriment of highway safety. The applicant should reduce the luminance in accord with the guidelines set out above.

In drawing 25037-HNW-ZZ-ZZ-DR-A-2300 Rev P01 a city name logo has been labelled as planned to be illuminated; however, no additional information has been provided regarding this sign. The applicant should confirm the luminance and dimensions of this sign with the Highway Authority.

Recommendation

The Highway Authority do not currently consider these to be acceptable lighting proposals and raises a holding objection, subject to all lighting proposals being reduced in luminance to a maximum of 600cd/m².

Officer Comment

The proposals were revised to a maximum luminance of 600cd/m² following discussions with the agent.

<p>County Highways Team (2)</p> <p>Thank you for re-consulting the Highway Authority on the above planning application. The Highway Authority wishes to make the following comments.</p> <p>The applicant has confirmed that the BYD Crown, Totem Signage, and City Name Logo, will all be reduced in illumination to 600cd/m2 within drawing 25037-HNW-ZZ-ZZ-DR-A-2300 Rev P02. The Highway Authority is content that this level of illumination is acceptable and in accordance with the guidance set out in our previous response.</p> <p>Recommendations</p> <p>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:</p> <p>The illumination of the consented sign(s) shall be no greater than 600 candela per square metres and no light source shall be visible from the highway.</p> <p>Reason: In the interests of highway safety/amenity.</p> <p><u>Officer Comment</u></p> <p><i>A condition based on the above has been recommended.</i></p>
<p>Property Team</p> <p>No comments received.</p>
<p>Councillor Ryan Brent</p> <p>No comments received.</p>
<p>Councillor Gwen Robinson</p> <p>No comments received.</p>
<p>Councillor Peter Wade</p> <p>No comments received.</p>

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: 2

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice		10/12/2025	06/01/2026	Is advertised in the public interest
Site Notice	Revised description	16/02/2025	09/03/2026	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) Impact on visual amenity
 - (ii) Impact on public and highway safety
 - (iii) Effect upon residential amenity
- (i) Impact on visual amenity
- 7.2 The proposal includes the removal of existing fascia signs and the installation of five illuminated fascia signs as well as an illuminated totem. The proposed 'BYD Crown' signage would be located on part of a new cladding upstand that is the subject of APP/26/00010.
- (i) Impact on visual amenity
- 7.3 The Planning Practice Guidance indicates that 'visual' and 'aural' amenity should be taken into account. Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and should not result in a cluttered appearance. In this case there would be no aural sound from any of the proposed signs, and the PPG indicates that it is the visual effect on the immediate neighbourhood where passers-by will be aware of the advertisement that should be taken into account.
- 7.4 The proposed replacement totem would be of a similar scale to and in the same location as the existing totem. The proposed illuminated lettering would be located on both sides of the totem and would be static. The totem would include a curved line formed from a side glow fibreoptic cable with LEDs. Proposed luminance levels were revised down from 2200 cd/m2 to 600 cd/m2 in line with recommendations from the Highway Authority.
- 7.5 The proposed 'BYD Crown' would include three illuminated signs displaying the company logo, facing south, south-west, and east. Each sign would be approximately 4.2m long and 0.8 m in height in white acrylic, sitting almost flush to the cladding. As above, proposed luminance levels were revised from 2200 cd/m2 to 600 cd/m2 following

consultation with the Highway Authority and the illumination would be static.

- 7.6 A smaller version of the logo is proposed over the entrance to the west elevation and there would be an additional sign displaying the branch location to the south elevation. Details of these signs are not included within the submitted Supporting Statement, however the drawings indicate that the logo would be approximately 2.2m wide and 0.6m tall and the branch name would be 3.47m wide and 0.5m tall. Maximum luminance would be restricted by condition to match the proposed totem and BYD Crown.
- 7.7 The scale and luminance levels of the proposed signage are appropriate to the industrial nature of the site and surrounding area. Therefore, the proposal would not have a significant or negative impact upon the visual amenity or character of the application property or area, and the proposal is considered to comply with the requirements of policy DM21 of the HBLP (Allocations) and the guidance in the PPG.

(ii) Impact on public and highway safety

- 7.8 Regulation 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007, provides some guidance on what factors are relevant to public safety considerations, which includes all considerations relevant to the safe use and operation of any form of traffic or transport on land (including pedestrians), over water or in the air.
- 7.9 The Highway Authority were consulted and initially raised concerns over the proposed luminance level. This was subsequently revised to meet the recommended maximum of 600 cd/m² and the Highway Authority have since confirmed that they have no objection to the proposals, subject to a condition restricting illumination to agreed levels.

(iii) Effect on residential amenity

- 7.10 The application site is separated from the closest residential area by a dual carriageway and mature screen planting. The separation distance is at least 105m from the site to the nearest residential boundary.
- 7.11 The Council's Environmental Health team were consulted and have commented that the proposals do not introduce concerns of potential adverse impacts to nearby residents.
- 7.12 Owing to the scale of the proposed signs and their position relative to the host property and surrounding development the proposal would not have a significant negative impact upon residential amenity. The illumination levels proposed would be appropriate to the location of the property and would be restricted by condition in respect of luminance.

8 Conclusions

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

9. RECOMMENDATION:

That the Development Manager be authorised to GRANT ADVERTISEMENT CONSENT for application APP/25/00948 subject to the following conditions.

Conditions:

- 1 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 Corporate Identity – Totem 25037-HNW-ZZ-ZZ-DR-A-2220 P01
Proposed Elevations 25037-HNW-ZZ-ZZ-DR-A-2300 P02
Supporting Statement – Application for Planning Permission Summary

Reason: To ensure provision of a satisfactory development.

- 2 The illumination of the consented signs shall be no greater than a maximum of 600 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 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:

- You were updated about issues after the initial site visit.