

DELEGATED OFFICER REPORT

Site Address:	Land to the west of B&Q, Purbrook Way, Havant		
Proposal:	Display of 1No. freestanding illuminated Totem sign south west of foodstore.		
Application Type:	Advertisement		
Application No:	APP/26/00033	Expiry Date:	17 March 2026
Applicant:	C/O Agent		
Agent:	Mr Jack Dyer	Case Officer:	Denise Sheath
Ward:	Leigh Park Hermitage		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Land to the west of B&Q, Purbrook Way, Havant

2 Planning History

APP/24/00330 - Erection of retail food store 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 Request to discharge condition 16 (Withdrawn 13.3.25).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). Request to Discharge condition 14 (17.12.25) See APP/25/01035. Request to Discharge Conditions 17 & 18 received 27.01.2026 (See APP/26/00055). – Permit 04 February 2025

3 Proposal

Display of 1No. freestanding illuminated Totem sign south west of food store.

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**

Council's Arborist:

No objection on Arb grounds, however if any trees are likely to be impacted on we would require a TPP.

Officer Comment: Agent has confirmed no trees would be impacted by the development.

Highways Authority:

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

This application seeks approval for the expansion of existing illuminated totem signage along Purbrook Way. The Highway Authority have reviewed the documents submitted as part of this application and are content that the proposed levels of luminance (300cd/m²) are suitably within the guidance set out in ILP GN01 'Guidance Notes for the reduction of obtrusive light' – 2011 for signage with an area under 10m² in an E3 suburban area.

Recommendations The Highway Authority recommends **no objections** to the proposed development subject to the following condition:

Condition – The illumination of the approved signage shall not exceed a luminance of 600cd/m² at any time. Reason – In the interest of highway safety.

Southern Gas Network:

Although SGN has a high pressure gas pipeline in the vicinity, the safety and integrity of our assets will not be affected by the proposal. However, should your proposal change please contact us immediately and we will re-assess.

The pipeline is of prime importance to the gas supplies of this area. It is essential that you comply with the restrictions detailed below and in the document SGN/WI/SW2 in order to protect our plant and equipment and for the safety of your own operatives.

A SGN representative must be contacted before any works commence.

1. No mechanical excavation is allowed within 3 metres either side of pipeline.
2. No plant or storage of equipment shall be made within any easement strip.
3. If any metallic pipes or cables are being laid in proximity to gas pipelines then interference testing will be required, the cost of which to be borne by the promoter of the works. A minimum clearance of 600mm is required.
4. All precautions stated in publication SGN/WI/SW/2 (Safe Working in the Vicinity of High Pressure Gas Pipelines) shall be fully complied with in all respects. Acceptance of SGN/WI/SW/2 shall be acknowledged by the responsible site person signing and returning the form Appendix A (back page) to the SGN representative contacted in (7).
5. No thrust boring shall take place within 3 meters of the pipeline.
6. All planting within the easement strip should comply with 'Notes for Guidance on Tree Proximity'.
7. Before commencing work on site you must contact our Pipeline Maintenance Section on the number above at least seven days before work commences. A Southern Gas Networks representative will then contact you to arrange to visit site.

Details of working near to high pressure gas pipelines can then be discussed.

8. Pipeline sections that are planned and agreed by SGN to be permanently covered (i.e. by road surface) will require a coating survey. SGN will repair any indicated coating defects free of charge. The survey costs will be borne by the promoter of the works. Prior to any surface cover cathodic protection coupons and reference cells will require installation at no cost to SGN.

9. This pipeline is cathodically protected and as such has test cables located in test posts, were these to be lost through this work we would look to you for remedial action at no cost to SGN.

10. Intrusive construction methods will require an agreed method statement prior to work starting.

11. Any extended period of SGN site supervision may incur charges to you. These will be charged based on visiting times, materials and occurrences. You will be informed when these come into effect and be invoiced direct.

12. Any piling or boreholes within 15 metres of the pipeline may require vibration monitoring. No piling or boreholing must take place within 3 metres of the pipeline.

Please ensure these conditions, together with any relevant drawings are forwarded for use by the construction personnel of your works.

Please let me know if SGN can supply you with technical or other information that may be of assistance to you in determination of the application.

Officer Comment: The southern gas network comments have been passed to the agent and will be placed as an informative should permission be granted.

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: 10

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 display of 1No. freestanding illuminated Totem sign. The proposed Totem sign would be located to land at the west of the B&Q and Lidl Store. The dimensions of the sign are as follows – Height 5m, Width 1.4m, Depth 0.4m. The signage would be internally illuminated and would advertise the B & Q Store and Trade Point as well as the New Lidl Food store which are located to the east of the proposed totem. The proposed totem would replace an existing totem located in a similar location. It is not considered that the proposal would have a harmful impact upon the visual amenity of the immediate or wider locality. As a result, the proposal is considered acceptable under the requirements set out with policy DM21 of the Havant Borough Local Plan (Allocations) July 2014
- 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 There would be no adverse impact on highway or public safety as a result of the proposed replacement advertisement and lighting. It is noted that the Authority raise no objections subject to an Illuminance level restriction condition.
- 7.5 It is considered the proposal would not have an adverse impact visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the Havant Borough Local Plan (Allocations) July 2014

(iii) Effect on residential amenity

- 7.6 Due to the position of the proposed totem sign it is not considered to have a harmful impact upon nearby residential amenity or nearby business premises. The proposal would therefore comply with policy CS16 of the Havant Borough Local Plan (Core Strategy) March 2011.

8. Conclusion

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

9 RECOMMENDATION:

That the Interim Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/26/00033 subject to the following conditions

Standard Conditions:

- (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:

Application Form – Submitted 20 January 2026

Location Plan – Submitted 20 January 2026

Proposed Site Entrance Sign – Drawing No. XX-XX-DR-A-91004 – Received 20 January 2026

Reason: To ensure provision of a satisfactory development.

Condition 3

The intensity of illumination shall not exceed 600 candelas per m².

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

Condition 4

The advertisements hereby granted Advertisement Consent and external lighting 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.

Informatives:

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 following receipt of amended information, and no further assistance was required.

Informative 2:

Southern Gas Network:

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