DELEGATED OFFICER REPORT

PROPOSAL	**Application for Advertisement consent for 5 No. non illuminated dibond signs.**
LOCATION:	50 Park Parade, Havant, PO9 5AB
REFERENCE NO:	APP/26/00153
APPLICANT:	Mr Alan Sullivan - Hampshire County Council
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	02/04/2026
APPLICATION EXPIRY DATE:	30/04/2026
WARD:	Leigh Park Central and West Leigh

SUMMARY RECOMMENDATION: Approve with Conditions

1. Site Description

1.1 The application site comprises of a Library located in Leigh Park Centre. The building is of a reasonably modern design featuring multiple asymmetrical pitches for the main roof with brickwork for the external walls. The application site in a commercial area to its northern, southern and eastern sides, however to the west of the application site it is residential.

2. Planning History

Is there any planning history relevant to the current application?

No

3. Proposal

Application for Advertisement consent for 5 No. non illuminated dibond signs.

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

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)
AL3 Town, District and Local Centres

Emsworth Neighbourhood Plan Post Examination Version 2020: **N/A**

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

5. Statutory and Non Statutory Consultations

Councillor Sharon Collings	No comments received.
Councillor Munazza Faiz	No comments received.
Councillor Jason Horton	Thank you, I support this application.

6. Publicity and Community Involvement

This application was publicised in accordance with the Council's Local Code of Corporate Governance and the Statement of Community Involvement.

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice		12/03/2026	02/04/2026	Is advertised in the public interest

Neighbouring properties consulted (as defined by the Statement of Community Involvement)

Number consulted: 93

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) Visual amenity & public safety
(ii) Effect upon residential amenity

(i) **Visual amenity & public safety**

7.2 Policy DM21 of the HBLP (Allocations) 2014 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and not result in light pollution. The application site is located in a prominent location and further lies within Leigh Park Centre, whereby Policy AL3 of the HBLP (Allocations) 2014 is supportive of development which contributes to the vitality and viability of such centres. In a wider context the Local Centre located in an area of Leigh Park that is commercial to its southern, northern, and eastern sides and residential to its western side.

7.3 The proposed 5 No. non illuminated dibond signs would have an acceptable size and appearance and would be in addition to existing signage and would not be out of keeping for a commercial building . Furthermore the signs would be non illuminated lessening their visual impacts. Such signage would not have and adverse impact on public safety

7.4 It is considered the proposal would not have an adverse effect on the visual amenity of the immediate locality and would not be an out of keeping feature for the application Site, or impact on public safety. It is deemed the proposal meets the requirements of Policy DM21 of the HBLP (Allocations).

(ii) **Effect upon residential amenity**

7.5 The proposed signs would be non-illuminated and would be in a commercial area where commercial signs would be expected, in light of this, officers consider that the works would have an acceptable impact.

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 Interim Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/26/00153

Condition:

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

   Planning Statement including dimensions - The Proposed Signage to Leigh Park Library: Uploaded 05/03/2026

   Leigh Park Library Signage - Size and Locations: Uploaded -05/03/2026

   Drawing Number: P15252-HCC-ZZ-DR-P-2001: Location and Block Plan: Uploaded 05/03/2026

   Location plan: Uploaded 05/03/2026

   Reason: - To ensure provision of a satisfactory development.

2 (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.

Informative:

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.