

DELEGATED OFFICER REPORT

PROPOSAL	Advertisement consent for 1No 3D LED “Metaflux” illuminated fascia sign mounted on aluminium dibond tray.
LOCATION:	Unit 6, Beaver Industrial Estate, Dstar Ltd, Southmoor Lane, Havant, PO9 1JW.
REFERENCE NO:	APP/26/00214
APPLICANT:	Mr Daniel Ripley
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	22/05/2026
APPLICATION EXPIRY DATE:	16/06/2026
WARD:	Bedhampton
SUMMARY RECOMMENDATION:	Approve with Conditions

1. Site Description

- 1.1 Unit 6 is a semi-detached industrial unit, positioned to the secluded north-eastern corner of Beaver Industrial Estate, accessed to the west from Southmoor Lane, which connects from the Hayling Island Road and Havant. There are external car parking areas around the unit with a service road providing access to the front of the site. Unit 6 is one of two units within this semi-detached building, which is constructed of red brick on the ground floor, with grey finished profiled metal sheeted first floor walls (steel supported), under a grey finished metal roofing, inserted with clear plastic rooflights. The front elevation (facing westwards) contains an office and pedestrian entrance, with a double-height roller doors for deliveries and collection from the unit. There is a small metal sign/advert existing above the pedestrian entrance door at time of the site visit.
- 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 large-scale sewage and water treatment works to the west, which is run by Southern Water. Immediately to the west and south of the site contains similar smaller industrial units of various uses, within Beaver Industrial Estate. Behind this estate is located a gated service road for large industrial buildings on Langstone Park. This site and estate is a considerable distance from any residential properties or residential areas.

2. Planning History

No relevant planning history.

3. Proposal

Advertisement consent for 1No 3D LED “Metaflux” illuminated fascia sign mounted on aluminium dibond tray.

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)

Emsworth Neighbourhood Plan Post Examination Version 2020
N/A

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

5. **Statutory and Non-Statutory Consultations**

Hampshire County Highways

This application seeks approval for the erection of a 1.8m x 0.52m piece of illuminated signage. This will emit a luminance of 300cd/m². The Highway Authority note that given this will be located in an E4 urban area, this level of luminance does not raise any concerns.

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:

The signage approved within this proposal shall not emit a luminance which exceeds 300cd/m² at any time.

Reason – To prevent dazzling passersby.

Officer Comment:

A condition based on the above has been recommended.

Councillor Liz Fairhurst

No comments received.

Councillor Philippa Gray No comments received.
Councillor Michael Lind 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: 8

Number of site notices: One.

Statutory advertisement: N/A.

Number of representations received: 0

Comment	Officer Comment
No comments have been received	N/A

Material planning considerations are addressed in Section 7.

7 **Planning Considerations**

- 7.1 Applications for the display of advertisements can only be considered in relation to the interests of amenity and public safety, having regard to the development plan and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration. 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

- 7.2 The proposal includes the removal of existing fascia signs and the installation of 1No 3D LED "Metaflux" illuminated fascia sign mounted on aluminium dibond tray. This would be still located on the front western elevation but would be positioned higher on this elevation.

- (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 singular sign would comprise of a box, finished in mid-grey and approximately measuring 0.52m high by 1.8m in length and to a maximum of 60mm in depth, with the magenta pink coloured internally illuminated lettering/logo measuring 1.5m in length. The lettering would be of a 3D style, made of acrylic and ABS, which would have a subtle halo effect. This would be located to the existing western-front elevation of the industrial unit, facing toward over the existing car park. front. The sign would have static internal illumination, with low energy LED lights, being approximately 20 – 35W. Following a consultation with County Highways, a condition will be attached to the decision, ensuring that illumination levels will be restricted to 300 candela per square metre. Although larger than the existing signage, this would be considered be consistent with the appearance of other signage on neighbouring industrial buildings and would be appropriate in scale to the host property and overall industrial site.
- 7.5 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

- 7.6 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.
- 7.7 The Highway Authority were consulted and subsequently commented that they have no objection to the proposals subject. This was, however, subject to a condition restricting illumination to levels of 300 candela per square metre.

(iii) Effect upon residential amenity

- 7.8 The application site is separated from the closest residential area by a dual carriageway and mature screen planting. The separation distance is at least 193m from the site to the nearest residential boundary.
- 7.9 Owing to the scale of the proposed sign and its position relative to the host industrial unit 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 signage is considered to be appropriate in scale and appearance and would not result in any harm to visual or residential amenity or adverse impact on public safety. The application is therefore recommended for advertisement consent.

9. RECOMMENDATION:

That the **INTERIM DEVELOPMENT MANAGER** authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/26/00214 subject to the following conditions

Conditions:

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

Location Plan dated 30/04/2026
Block Plan dated 27/04/2026
Proposed Sign
Proposed Sign Details

Reason: To ensure provision of a satisfactory development.

- 2 The illumination of the consented signs shall be no greater than a maximum of 300 candela per square metre.

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:

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