DELEGATED OFFICER REPORT - HOUSEHOLDER

PROPOSAL:	Display of 2no. digital 75" LCD advert screens.
LOCATION:	Pavement opp Lidl Somborne Drive Havant PO9 5AN
REFERENCE NO:	APP/26/00499
APPLICANT:	Safia Rana-Jaswal
APPLICATION TYPE:	Consent to display an advertisement
CASE OFFICER:	**Robert Riley**
APPLICATION EXPIRY DATE:	31/08/2026
WARD:	Leigh Park Central and West Leigh
RECOMMENDATION:	**Approve with Conditions**

1. Site Description

1.1 The application site comprises a pavement on Somborne Drive located in Leigh Park. The surroundings are primarily commercial, with Lidl's to the east of the site, and shops to the west and north of the site. The site is located in Leigh Park Centre.

2. Planning History

No recent relevant history.

3. Proposal

3.1 Display of 2no. digital 75" LCD advert screens.

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 Local Plan (Core Strategy) March 2011
CS16 High Quality Design
DM10 Pollution

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

Havant Borough Council Borough Design Guide SPD December 2011

Listed Building Grade: Not applicable
Conservation Area: Not applicable

5. Statutory and Non Statutory Consultations

County Highways Team	The BT Hub is proposed to be located on the southern edge of the parallel parking bays. The Highway Authority note that this location would not obstruct drivers accessing/egressing their vehicles. Additionally, this should not significantly affect pedestrians walking along the pavement as it will be located in line with an existing concrete block, a bin, and a bench. Therefore, it is considered unlikely that pedestrians would utilise section of pavement the BT Hub will occupy and subsequently pedestrian flow will not be impeded. As the two illuminated screens for this proposal will have an area of less than 10m2 and are located in an E3/E4 area, the signage is permitted to emit a luminance of up to 600cd/m2 during non-daylight hours. The applicant has clarified that the BT Hub screens will automatically dim from 5000cd/m2 to 600cd/m2 during the night. The Highway Authority are content with this arrangement. 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 approved signage shall at no point emit a luminance greater than 5,000cd/m2 during daylight hours and 600cd/m2 during non-daylight hours. Changing images shall be limited to no more than one change every 5 seconds, and video/motion images shall not be permitted where these can be viewed by passing motorists. Reason - In the interests of highway safety/amenity.

Councillor Sharon Collings	No comments received
Councillor Munazza Faiz	No comments received
Councillor Jason Horton	No comments received

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.

Number of neighbour notification letters sent: 9

Number of site notices: 1

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice		16/07/2026	06/08/2026	Is advertised in the public interest

Number of representations received: 0

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
(ii) Highway safety
(iii) Effect upon residential amenity
(iv) Human Rights Act
(v) Equalities and Diversities

(i) Visual amenity

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 corner position and further lies within the Leigh Park Centre, where 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 is located in an area of Leigh Park that is predominantly commercial.

7.3 The proposed 2no. digital 75" LCD advert screens are considered to have an acceptable size and appearance and would replace existing signage. The lighting would be conditioned if permission is forthcoming to restrict illumination, which would lessen their impacts on visual amenities. They would moreover be located in an area that already has high levels of illumination from street lighting and adjacent units.

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. It is deemed the proposal meets the requirements of Policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.5 The proposed 2No digital advert screens would be positioned such that they would not represent a negative impact upon highways safety for pedestrians or road users. The Highway Authority were consulted on the application and raised no concerns in respect of the proposal, subject to a condition to restrict illumination and that changing images shall be limited to no more than one change every 5 seconds, and video/motion images shall not be permitted where these can be viewed by passing motorists.

(iii) Effect upon residential amenity

7.6 Owing to the scale of the proposed signs and their position relative to the 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 to reflect the limits on luminance requested by the Highways Authority. In light of this condition, considerate is considered that the works would have an acceptable impact on residential amenities. The application site lies within a Local Centre where a degree of commercial advertising is considered reasonable and the proposal is considered acceptable regarding its impact on residential amenities in such a context.

(iv) Human Rights Act

7.7 The development has been assessed against the provisions of the Human Rights Act, and in particular Article 1 of the First Protocol and Article 8 of the Act itself. This Act gives further effect to the rights included in the European Convention on Human Rights. In arriving at this recommendation, due regard has been given to the applicant's reasonable development rights and expectations which have been balanced and weighed against the wider community interests, as expressed through third party interests, the Development Plan and Central Government Guidance.

(v) Equalities and Diversities

7.8 This application has had due regard to Section 149 of the Equality Act with regard to the Public Sector Equality Duty and it has been concluded that the application does not cause discrimination on the grounds of gender, race and disability.

8 Conclusion

8.1 The proposed advertisements would not harm visual amenity, highway safety or residential amenity and are considered to accord with the relevant policies of the Development Plan. The application is therefore recommended for approval subject to the conditions below.

9. RECOMMENDATION:

That the Interim Development Manager be authorised to **Approve with Conditions** for application APP/26/00499

Conditions (per attached list)

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

   Street Hub Overexposure and Glare Evaluation: Uploaded 09/07/2026

   Drawing Number: 003 Revision A: Proposed Streethub Elevations: Uploaded 09/07/2026

   Drawing Number: 001 Revision A: Location Plan: Uploaded 09/07/2026

   Drawing Number: 002 Revision A; Site Plan: Uploaded 09/07/2026

   Drawing Number: 003 Revision A :Existing & Proposed Elevations: Uploaded 09/07/2026

   Declaration of Conformity Certificate: Uploaded 09/07/2026

   Planning Product Statement V2.2: Uploaded 09/07/2026

   BT Street Hub Anti-Social Behaviour Management Plan: Uploaded 09/07/2026

   The Brightness of Illuminated Advertisements: Uploaded 09/07/2026

   Planning Statement Redacted: Uploaded 09/07/2026

   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.

3. The approved signage shall at no point emit a luminance greater than 5,000cd/m2 during daylight hours and 600cd/m2 during non-daylight hours. Changing images shall be limited to no more than one change every 5 seconds, and video/motion images shall not be permitted where these can be viewed by passing motorists.

   Reason: In the interests of highway safety/amenity.