

DELEGATED OFFICER REPORT

PROPOSAL	Application for Advertisement Consent for: Display of 5no. internally illuminated fascia signs (replacing existing), new illuminated portal to entrance, removal of drive thru height restrictor, and redecoration of exterior.
LOCATION:	KFC , 2 Park Way , Havant, PO9 1HH
REFERENCE NO:	APP/26/00555
APPLICANT:	KFC UK&I
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	
APPLICATION EXPIRY DATE:	22/09/2026
WARD:	St Faiths
SUMMARY RECOMMENDATION:	Approve with Conditions

1. Site Description

- 1.1 The application site relates to a single storey commercial unit located to the north-west of the junction between Park Way and Park Road North. The site is currently occupied by a KFC drive-through / eat-in restaurant and the unit is currently decorated in brand colours, with dark painted brickwork and black or brown cladding.
- 1.2 The unit in question is part of the Central Retail Park within the defined Havant Town Centre. The retail park is comprised of 5 large retail units surrounding a parking area which, together with the application site, are designated as primary shopping frontage. There is pedestrian access to the retail park from both Park Way and Park Road North whilst vehicular access is via Park Way only.
- 1.3 The site and existing building are not statutorily or locally listed and are not located in a designated conservation area. The Black Dog Conservation Area lies approximately 40m to the south on the opposite side of Park Way.

2. Planning History

APP/17/00449. Erection of new external bin store to North elevation and alterations to external finishes and materials. PERMIT 23/06/2017.

APP/17/00452. 30no. various signs. PERMIT 20/06/2017.

APP/17/00772. Display of 1No. internally illuminated embossed aluminium panel; internally illuminated individual lettering; non-illuminated vinyl graphic; 1 x non-illuminated red and white vinyl sign; internally illuminated individual letters applied to internal face of glazing; 1 x non-illuminated frosted grey vinyl; non-illuminated metal

embossed sign; 1 x non-illuminated white vinyl sign; 1 x non-illuminated black vinyl sign. PERMIT 01/09/2017.

APP/19/00069. Application for non-material amendment to Planning Permission APP/18/00812 relating to canopy and fenestration to the east elevation. PERMIT 06/02/2019.

APP/19/00235. Non-material change to Planning Permission APP/18/00812 relating to relocation of 2no. fire doors and small increase in roof height. PERMIT 27/03/2019.

APP/22/00219. Display of 3no. internally illuminated fascia signs (replacing existing), redecorate fascia panels, replace 1no. internally illuminated Colonel Logo sign over entrance door. PERMIT 10/06/2022.

3. Proposal

Application for Advertisement Consent for: Display of 5no. internally illuminated fascia signs (replacing existing), new illuminated portal to entrance, removal of drive thru height restrictor, and redecoration of exterior.

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
The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS4 (Town, District and Local Centres)

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

Given the scale of the proposed lighting, orientation of the building, and distance to sensitive receptors, adverse light impacts to residents are not expected.

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

County Highways Team

This application seeks approval for the display of 5no. internally illuminated fascia signs, replacing existing signage, a new illuminated entrance portal, removal of drive thru heigh restrictor, and general redecoration of the site building.

As the proposed signage is replacing existing signage, the Highway Authority raises no concerns regarding the proposed locations. The application form confirms that the maximum illuminance is to be 250 cd/m2 which is considered acceptable and will be secured through an appropriate planning condition.

The Highway Authority therefore raises no objection, subject to the following condition:

- The illumination of the approved signs shall not exceed 250 candelas per square meter (cd/m2), and no light source shall be directly visible from the public highway.

Reason: In the interests of highway safety

Conservation

I have reviewed the proposed signage plans for the above application and confirm that I have no heritage objections to the application.

Councillor Phil Munday

No comments received.

Councillor Gillian Harris

No comments received.

Councillor Daniel Berwick

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:

Number of site notices: 1

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice		03/08/2026	25/08/2026	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 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 considered that the main issues arising from this application are:

- (i) Impact on visual amenity
- (ii) Impact on public safety
- (iii) Effect upon residential amenity

(i) Impact on visual amenity

7.2 Policy DM21 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 an area that is predominantly commercial and adjacent to a B road with existing on street lighting.

7.3 The proposed new signage as listed on drawing HV26-KC/G211 Rev.B would comprise the following:

ES06b – Internally illuminated white letters with applied red vinyl
ES08b – Internally Illuminated Sign
ES14c – Vinyl Graphic (non illuminated)
ES20.1a – Bucket shaped portal with static illumination and opal diffuser
SS02.A.Ob (non-illuminated parking sign)
Halo illuminated acrylic stand off FLG sign
Large vinyl KFC logo in red (non-illuminated)

A number of non-illuminated existing signs would be replaced and an existing wayfinding sign and height restrictor to the drive-thru area would be removed. Some redecoration of the existing building including repainting trim, window, and door frames is proposed, although this appears to be in colours similar to existing. The areas of brown cladding would be covered over in a chevron vinyl graphic. No concerns regarding the proposed static illumination have been raised by the Environmental Health team and the scale and style of the signage is consistent with what is there currently.

7.4 There are limited views towards the site from The Black Dog Conservation Area from the upper floors of properties along West Street, the entrance to the Boys' Brigade Gardens, and a small area of pavement adjacent to Park Way North. The Council's Conservation Officer has reviewed the proposed signage and confirmed no objection.

7.5 Overall the proposals would not significantly alter the appearance of the existing building and would be similar in nature to the existing signage. The proposals would be appropriate within the context of the host property's location and would not have an adverse effect on the visual amenity of the immediate locality, thereby meeting the requirements of policy DM21 of the HBLP (Allocations) 2014.

(ii) Impact on public 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 proposed signs would be positioned such that they would not represent a negative impact upon highway safety for pedestrians or road users. The Highway Authority was consulted on the application and have raised no concerns in respect of the proposal, subject to a condition to restrict illumination.

(iii) Effect upon residential amenity

- 7.8 There are residential properties to the west at a distance of approximately 30m from the site. There are also some residential properties approximately 40m to south. No illuminated signage is proposed facing the residential properties and, considering the separation distance and that signage of a similar scale is already established at the site the impact to residential properties is considered to be limited and acceptable.
- 7.9 Due to the scale of the proposed signs and their position relative to the host property and surrounding development the proposed signs are not considered to have an adverse impact on residential amenity and would therefore comply with Policy CS16 of the Havant Borough Core Strategy (2011).

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 **HEAD OF PLANNING & GROWTH** be authorised to **GRANT PERMISSION** for application APP/26/00555 subject to the following conditions -

Conditions:

1	<p>(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.</p> <p>(b) No advertisement shall be sited or displayed so as to:</p> <p>(i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);</p> <p>(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or</p> <p>(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.</p>
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	<p>(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.</p> <p>(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.</p> <p>(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.</p> <p>Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.</p>
2	<p>The development hereby permitted shall be carried out in accordance with the following approved plans:</p> <p>Location Plan Proposed Site Plan HV26-KC/G121 Rev. A Proposed External Elevations HV26-KC/G211 Rev. B</p> <p>Reason: To ensure provision of a satisfactory development.</p>
3	<p>The illumination of the approved signs shall not exceed 250 candelas per square meter (cd/m²), and no light source shall be directly visible from the public highway.</p> <p>Reason: In the interests of the amenities of the area and highway safety, having due regard to policies DM21 of the Havant Borough Local Plan (Core Strategy) 2011, DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.</p>

Informatives:

1	<p>In accordance with Policy DM3 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:</p> <ul style="list-style-type: none"> • 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, <p>In this instance:</p> <ul style="list-style-type: none"> • Your application was acceptable as submitted and no further assistance was required.
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