

DELEGATED OFFICER REPORT

PROPOSAL	Application for Advertisement consent for 1 No. estate monolith 'Title' Sign.
LOCATION:	Vortex (Industrial Estate), Downley Road, Havant, PO9 2NJ
REFERENCE NO:	APP/26/00581
APPLICANT:	Mr David Samuel
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	01/09/2026
APPLICATION EXPIRY DATE:	02/10/2026
WARD:	Leigh Park Central and West Leigh
CASE OFFICER	Robert Riley
SUMMARY RECOMMENDATION:	Approve with Conditions

1. Site Description

- 1.1 The application site comprises a verge adjacent to the footpath on Downley Road in Leigh Park. The nearby surroundings are primarily industrial, with residential properties to the east and west beyond the industrial area.

2. Planning History

<u>Planning Application - APP/15/00062</u>
Construction of new plant room to eastern elevation. Approve with Conditions 29/04/2015
<u>Planning Application - APP/24/00600</u>
Application to determine if prior approval is required for the proposed demolition of warehouse and office building. Approve with Conditions 09/10/2024
<u>Planning Application - APP/24/00606</u>
Demolition of existing buildings and redevelopment of the industrial site comprising of a single industrial building, split into three units having a flexible set of mixed industrial uses. This includes use classes E(g) (iii), B2 and B8 along with ancilla Approve with Conditions 08/05/2025
<u>Planning Application - APP/25/00443</u>

Discharge of Condition 16 of APP/24/00606 21/05/2025
<u>Planning Application - APP/25/00469</u>
Discharge of Condition 4 & 5 of APP/24/00606 23/05/2025
<u>Planning Application - APP/25/00603</u>
Variation of Condition 2 and 23 of planning permission APP/24/00606. Request to Discharge Condition 17 received 31/03/2026 (See APP/26/00220). Approve with Conditions 02/02/2026
<u>Planning Application - APP/25/01028</u>
Discharge of conditions 19 and 24 of permission APP/24/00606 Withdrawn 27/03/2026

3. **Proposal**

Application for Advertisement consent for 1 No. estate monolith 'Title' Sign.

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 2026, 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)

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**

Councillor Jason Horton	No comments received.
Councillor Munazza Faiz	No comments received.
Councillor Sharon Collings	No comments received.
County Highways Team	The application seeks advertisement consent for the installation of one monolith sign. The Highway Authority considers the proposed location to be acceptable, as it would not adversely impact the highway network or road user safety. Therefore, no objection is raised to the 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		11/08/2026	02/09/2026	Is advertised in the public interest

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

Number consulted: 20

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 an industrial area located on the site of large industrial units and the monolith would not be illuminated. It is considered that a monolith of this scale would not be an uncommon feature for an industrial site and the size and appearance is considered to have an acceptable impact upon visual amenities of the application site and the wider locality.

7.3 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

7.4 The proposed Monolith would be positioned such that it would not represent a negative impact upon highways safety for pedestrians or road users. The Highway Authority was consulted on the application and raised no concerns in respect of the proposal.

(iii) Effect upon residential amenity

7.5 Owing to the scale of the proposed signs and their position relative to the surrounding residential development and moreover that the monolith would not be illuminated, the proposal is considered to not have a negative impact upon residential amenity. The application site lies within an industrial area, 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

7.6 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

7.7 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 advertisement would not harm visual amenity, highway safety or residential amenity and is 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 **Head of Planning and Growth** be authorised to **Approve with Conditions** for application APP/26/00581 subject to the following conditions:

Conditions:

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

In Situ Rendered image: Uploaded 07/08/2026

Tech Drawing VORTEX Monolith 1200x3600x150: Uploaded 07/08/2026

Block Plan: Uploaded 07/08/2026

Planning Statement: Uploaded 07/08/2026

Location of Monolith: Uploaded 07/08/2026

Location Plan: Uploaded 07/08/2026

Reason: To ensure provision of a satisfactory development.

Plans

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.