

DELEGATED OFFICER REPORT

Site Address:	One Stop Shop, Baybridge Road, Havant, PO9 5PB		
Proposal:	Display of 6No. Fascia Signs, (2 externally illuminated and 4 non-illuminated) 3No. Vinyls and 1No. Gantry Sign.		
Application Type:	Advertisement		
Application No:	APP/26/00568	Expiry Date:	25 September 2026
Applicant:	Mr Ben Train		
Agent:	Ms Priyanka V	Case Officer:	Denise Sheath
Ward:	Leigh Park Central and West Leigh		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

One Stop Shop, Baybridge Road, Havant, is a single storey commercial store located to the western top end of Baybridge Road. The area is predominately residential with a row of 2 commercial premises to the east consisting of a takeaway and a premier convenience store.

2 Planning History

APP/12/00442 - Construction of a terrace of 7No. dwellings consisting of 6No. 3 bed and 1No. 2 bed houses with associated parking. Retention and development of existing Public House. – Permit 17 December 2012

APP/13/00197 - Redevelopment of existing building to include the installation of new auto sliding entrance door; installation of ATM with 2No. bollards; creation of fenced enclosure for 4No. new condenser units; and 1No. satellite dish to side elevation. – Withdrawn

APP/13/00267 - Display of 2No. illuminated fascia sign; 1No. illuminated ATM sign 1No. non-illuminated ATM clip frame sign; and non-illuminated shop front window graphics. – Permit 13 May 2013

APP/13/00286 - Variation of Condition No/s 6 and 16 of Planning Permission granted under APP/12/00442, to allow for separate requirements to be made for the dwellings and public house. – Permit 16 May 2013

APP/13/00486 - Redevelopment of existing building to include the installation of new auto sliding entrance door; installation of ATM with 2No. bollards; creation of fenced enclosure for 4No. new condenser units; and 1No. satellite dish to side elevation. (Revised Application). – Permit 05 July 2013

APP/13/01036 - Variation of Condition 2, 3 and 5 of Planning Permission
APP/12/00442 to refer to the dwellings and former public house separately. – Permit 28 November 2013

3 **Proposal**

Display of 6No. Fascia Signs, (2 externally illuminated and 4 non-illuminated) 3No. Vinyls and 1No. Gantry Sign.

4 **Policy Considerations**

National Planning Policy Framework

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

National Planning Policy Framework August 2026

DM3: Determining development proposals

DM6: Use of planning conditions and obligations

S3 - Presumption in favour of sustainable development

S4 - Principle of development within settlements

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design) Havant Borough Local Plan (Allocations) July 2014

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements_

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 **Statutory and Non Statutory Consultations**

Councillor Collings	No comments received.
Councillor Faiz	No comments received
Councillor Horton	No comments received.

Environmental Health

Environmental Protection has no objection to the above proposals, however the following condition is recommended to restrict hours when sign installation and refurbishment works can take place.

The installation of the signs and any associated refurbishment work, including site deliveries, shall only be carried out between 08:00 and 18:00 Mondays to Fridays, 08:00 and 13:00 on Saturdays and at no time on Sundays and Public Holidays
Reason: To ensure that the amenities of the area are not detrimentally affected by the construction of the site outside reasonable working times

Hampshire Highways – Initial Consultation:

The application seeks advertisement consent for the installation of signage associated with the site. It is noted that the proposed signage would replace existing signage associated with the site's previous use. As such, the location of the proposed signage is considered acceptable and raises no highway safety concerns.

However, the Highway Authority notes that, in the interests of highway safety, the luminance of illuminated signage should not exceed 300 candela per square metre. The application form states that the proposed illuminated signs would have a luminance of 350 candela per square metre, which exceeds the recommended limit. It is therefore requested that the illumination levels of the signage are amended to ensure compliance with the relevant guidance.

Hampshire Highways – Final Consultation Response

Thank you for confirming that the agent has agreed to reduce the illumination intensity to 300 candela per square metre.

On this basis, I am happy to recommend no objections to the application, subject to the following condition:

Condition:

The illumination of the consented sign(s) shall be no greater than 300 candela per square metre, and the external LED downlighters shall be positioned, angled and shielded to direct light onto the signage only and prevent glare or dazzle to users of the public highway and neighbouring properties.

Reason: In the interests of highway safety and visual amenity.

6 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

Statutory advertisement: Not applicable.

Number of representations received: 1 Objection

Objection Summary:

- ☐ Objects to the proposed illumination of the two fascia signs and pole-mounted gantry sign due to concerns about potential light intrusion and glare affecting nearby residential properties.
- ☐ States that their property directly faces the proposed signage and is therefore particularly susceptible to impacts during evening and night-time hours.
- ☐ Requests that the Council independently assess the likely impact of the illumination on residential amenity rather than relying solely on the applicant's statement that light spill will be minimised.
- ☐ Raises concerns regarding the accuracy of the submitted Proposed Plan and Proposed Site Location Plan.
- ☐ Advises that the plans incorrectly identify private residents' parking spaces serving 1-7 Fox Mews as "Tesco Car Park Spaces".
- ☐ States that the parking spaces are privately owned by residents and are not available for Tesco customer use.

- ☐ Requests that the submitted plans and supporting documents be amended to accurately reflect the ownership and use of the parking area.
- ☐ Notes that Tesco customer parking in residents' spaces is an existing problem and considers that the incorrect labelling could worsen the issue.
- ☐ Requests that both the potential impact of the illuminated signage on residential amenity and the inaccurate identification of the residents' parking area be taken into account in determining the application.

Officer Comment:

- The plans have been amended in relation to parking layout ownership
- The illumination has been considered by the Environmental Health team and the Highways Authority who both have raised no objections.
- The illumination level and times of illumination would be limited by a condition should planning approval be given.

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 The proposal is for the display of 6No. Fascia Signs, (2 externally illuminated and 4 non-illuminated) 3No. Vinyls and 1No. Gantry Sign.

The externally illuminated signage consists of 2No. illuminated fascia signs with the wording 'Tesco Express', the signage would be externally illuminated through a trough light would be placed on the southern and western elevations of the shop. The pole-mounted gantry sign would be externally illuminated via trough lighting and would be located within the south western corner of the service yard.

The non illuminated signage consists of 4No. non-illuminated fascia signs these would be located either side of the illuminated fascia signs to the south and western elevations.

3No. Vinyls are proposed to be placed internally within the windows to the front entrance to the store (southern elevation).

The signage is designed in accordance with Tesco's established branding and are proportionate to the scale of the building.

- 7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

- 7.4 It is not considered that any element of the scheme would result in a significant impact to the safety or operation of the local highway network. A condition has been recommended should planning consent be granted to ensure that the illumination of the consented signage shall be no greater than 300 candela per square metre, and the external LED downlighters shall be positioned, angled and shielded to direct light onto the signage only to prevent glare or dazzle to users of the public highway and neighbouring properties.

(iii) Effect on residential amenity

- 7.5 The proposed signage is not considered to have a harmful impact upon nearby residential properties. The proposed signage and gantry sign would have a distance of approximately 32m to the rear elevations of the neighbouring properties to the rear and a distance of approximately 36m to the nearest residential properties to the west. A school is located on the opposite side of the road to the front of the site.
- 7.6 Concerns have been raised regarding the illumination of the gantry sign and its potential impact on residential amenity. The Highway Authority and Environmental Health Team were consulted and raised no objection to the proposed level or method of illumination. A condition is recommended requiring the signage to be illuminated only during the operating hours of the business and at an appropriate level of brightness. Given the separation distances involved, together with the proposed control over the hours and level of illumination, the development is not considered to result in an unacceptable impact on the amenity of neighbouring occupiers. The proposal is therefore considered to accord with Policy CS16 of the Havant Borough Local Plan (Core Strategy).

(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 planning 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 signage is considered to be acceptable and is recommended for advertisement consent.
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9 RECOMMENDATION:

That the **Head of Planning and Growth** be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/26/00568 subject to the following conditions:

Standard Conditions:

- (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.

Condition 2

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

Planning Statement – Submitted 31 July 2026
Location Plan – Submitted 31 July 2026
Proposed Site Plan – Drawing No. 3357_Havant Exp_Adv – Submitted 14 September 2026
Proposed Plan – Drawing No. 3357_Havant Exp_Adv – Submitted 14 September 2026
Proposed South & West Elevation – Drawing No. 03 3357 03B – Submitted 31 July 2026
Proposed Site Elevation - Drawing No. 03 3357 03C – Submitted 31 July 2026
Fascia-Box-External Illumination Detail – Submitted 31 July 2026

Reason: - To ensure provision of a satisfactory development.

Condition 3

The approved illuminated signage shall only be illuminated during the operating hours of the business and shall not be illuminated at any other time. The illumination of the consented sign(s) shall be no greater than 300 candela per square metre, and the external LED downlighters shall be positioned, angled and shielded to direct light onto the signage only and prevent glare or dazzle to users of the public highway and neighbouring properties.

Reason: In the interests of highway safety and visual amenity having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

Condition 4

The installation of the approved signs and any associated refurbishment work, including site deliveries, shall only be carried out between 08:00 and 18:00 Mondays to Fridays, 08:00 and 13:00 on Saturdays and at no time on Sundays and Public Holidays

Reason: To ensure that the amenities of the area are not detrimentally affected by the construction of the site outside reasonable working times having due regard to Policies DM10 and CS16 of the Havant Borough Local Plan (Core Strategy)

Informative:

Informative 1

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:

- 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 following receipt of amended plans, and no further assistance was required