
Site Address:	Costa Waterloo Park, Elettra Avenue, Waterloooville		
Proposal:	Display of 4No. fascia signs and 10 assorted static and hanging signs.		
Application Type:	Advertisement		
Application No:	APP/23/00326	Expiry Date:	23/06/2023
Applicant:	Costa Coffee		
Agent:	Mr N Heard	Case Officer:	Denise Sheath
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Proposed Costa Site, Waterloo Park, Elettra Avenue, Waterloooville, is a piece of land where at present no drive thru has been constructed. The proposed Drive thru will be erected within land to the north of Brambles Farm Industrial estate. The Lidl store and McDonalds Drive thru are located to the east of the application site.

2 Planning History

APP/16/00421 - Variation of condition 8 of Planning Permission APP/16/00145 for the intensity of the illumination not to exceed 700 cd/2 for the M section of the sign. PERM 20/06/2016

APP/16/00603 - Application to determine whether prior approval is required for the method of demolition of Block E and any proposed restoration of the site. PAYA 11/07/2016

APP/18/01072 - Outline planning application with all matters apart from access reserved for subsequent approval for the erection of Class B1(c) / B2 / B8 development and Class B8 Trade Counter use, Class A1 Retail, Class D2 Leisure and Classes A3 and A5 Drink / Food Establishments. PERM 15/10/2021

APP/20/00022 - Display of 4 No. digital illuminated freestanding signs and 1No. digital illuminated booth screen. PERM 03/03/2020

APP/21/00634 - Display of 1No. single sided internally illuminated totem sign., PERM 06/08/2021

3 Proposal

Display of 4No. fascia signs and 10 assorted static and hanging signs.

4 Policy Considerations

National Planning Policy Framework

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

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)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Highways

Thank you for the above consultation on the proposed signing of the Costa at Waterloo Park. It is noted that some stand alone features are proposed and the location of these have not been detailed. The Planning Authority should be satisfied that no features are proposed which would be positioned within the highway boundary, including the verge surrounding the plot, nor that any signs conflict with the secured highway works to Elettra Avenue. The Planning Authority should also be satisfied that the locations of the signs and height barriers do not impact the wider operation of the internal layout for any users be they pedestrians, cyclists or in vehicle.

Hampshire Highways further comment

I think the site plan was missing from the portal when I reviewed. This is fine none are within the highway or blocking the agreed internal pedestrian and cycle movements.

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: 22

Number of site notices: 2

Statutory advertisement: Not applicable.

Number of representations received: 0

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

- (i) Visual amenity

- 7.2 The proposed signage would be displayed on the elevations of the proposed building. An internally illuminated roof top 'COSTA COFEE' Sign is proposed to the south elevation roof slope facing the car park area. Signage is also proposed to the drive thru entrance and exit, with signs to be placed along the existing drive thru to display menu choices to the incoming vehicles.
- 7.3 The new signage is in context to the immediate retail vicinity within an area which is already well illuminated and is therefore judged it would not have an adverse impact on the visual amenity of the immediate locality. It is considered the proposal meets the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

- 7.4 The highways authority have raised no objection to the proposed signage providing they not within the highway or block the agreed internal pedestrian and cycle movements. It has been

confirmed by the Agent that these areas would remain clear of signage. A condition has been placed upon the decision to ensure the proposed signage is only illuminated during store opening hours.

(iii) Effect on residential amenity

- 7.5 The nearest residential properties are in excess of 40 metres away and are unlikely to be affected by the proposal.

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/00326 subject to the following conditions

- 1 The illuminated signs hereby granted Advertisement Consent shall only be illuminated during store opening hours.
Reason: In the interests of the character and visual amenities of the area and having due regard to policies CS16 of Havant Borough Local Plan Core Strategy 2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014 and the NPPF.
- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application Form - Received 27 April 2023
Proposed Site Location - Received 27 April 2023
Proposed Site Plan - Received 27 April 2023
Proposed Elevations - Received 27 April 2023
Signage Plans :-

Item A - Front View - Received 27 April 2023
Item B - Front View - Received 27 April 2023
Item C - Roof Letters - Received 27 April 2023
Item D - Cut out Three Bean - Received 27 April 2023
Item E - Tray - 'Pick me up' - Received 27 April 2023
Item F - Built up Letters - Received 27 April 2023
Item G - Digital Menu - Received 27 April 2023
Item H - Heigh Barrier - Received 27 April 2023
Item J - Triple Digital Menu - Received 27 April 2023
Item K - Exit Sign - Received 27 April 2023
Item M - Banner Frame - Received 27 April 2023

Reason: - To ensure provision of a satisfactory development.