
Site Address:	Wellington Retail Park, 2 Hambledon Road, Waterloooville		
Proposal:	Replacement of existing fascia signage and logos with 8No. internally illuminated fascia signs and logos.		
Application No:	APP/16/00037	Expiry Date:	10/03/2016
Applicant:	DFS Trading LTD	Team:	Team 2
Agent:	G Mitchell	Case Officer:	Emma Chisnall
	John Evans Interior Design		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The DFS in Hambledon Road is situated within a retail park in a unit shared with a Harvey's superstore. The DFS store is significant in size and has a total of 8 signs located along the east, south and north elevation which gives it a prominent presence within the park. The park entrance is accessed from a busy road running the North/West elevation via traffic lights and the park is located in front of an industrial estate. The DFS is set away from the main road and is on slightly lower ground so once in the park the view of the road is minimal as is the noise. Parking is available along the east and south elevation of the DFS.

2 Planning History

19/06/200707/71203/003 - Display of internally and externally illuminated totem sign (height 10 metres) within the northern boundary of site and display of internally illuminated estate sign (height 3.750 metres) within the south-west boundary of the site. Permitted.

3 Proposal

Replacement of existing fascia signage and logos with 8No. internally illuminated fascia signs and logos. The existing DFS signs are already illuminated and the proposal seeks to replace these with the DFS new branding and logo's.

4 Policy Considerations

National Planning Policy Framework

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)

Havant Borough Council Design Guide Dec 2011

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways Comment:

No adverse comment in regards to the application

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: 0

Number of site notices: Not applicable.

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) Impact upon the character of the area and highways
- (ii) Impact upon residential amenity

(i) Impact upon the character of the area and highways

It is considered that by changing the existing signs of the DFS store to that of a similar design that it will not cause significant harm to the current character of the area. Within a retail park such as the one located in Wellington the position and size of the signs is very typical of this type of development. There are similar examples of such signs within the park and it is considered that due to the similarity of the signs, the position of them on the store and that they are already illuminated that this proposal can be considered acceptable.

(ii) Impact upon residential amenity

The concern with illuminated signs is the impact the luminescence has to other stores and the local area and light pollution. The specifics that have been submitted with the application confirm that the illumination levels do not breach unacceptable levels and would only be on during store opening hours. It is also noted that the DFS signs are already illuminated and the illumination levels should not change. Due to this it is considered that the proposal would not cause a negative impact on residents amenity and can be considered acceptable.

8 Conclusion

The works proposed to the DFS superstore would ensure that there is no additional loss of amenity to the immediate neighbours nor a negative impact on the character of the area from the illuminated signs and new proposed logos. Therefore the proposal is considered to accord with the requirements of adopted Core Strategy policies CS16 and DM10 and policy DM21 of the Allocations Plan and can be considered acceptable for approval.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00037 subject to the following conditions:-

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsary Purchase Act 2004.
- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site Location Plan: Drawing No 01

Proposed Signage Front and Side Elevation Plan: Drawing No 02

Proposed Customer Entrance Signage Details and Elevation: Drawing No 03

Signage Detail and Specification: Drawing No 04

Reason: - To ensure provision of a satisfactory development.

- 4 (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.