
Site Address:	Waterloo Park, Elettra Avenue, Waterloooville		
Proposal:	Display of 1No. single sided internally illuminated totem sign.		
Application No:	APP/21/00634	Expiry Date:	21/07/2021
Applicant:	Mr. Thompson Hargreaves Management Limited		
Agent:		Case Officer:	Lewis Oliver
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The BAE Systems Technology Park site forms an island of some 5.7 hectares bounded by Elettra Avenue, Hambledon Road and Silverthorne Way. It sits within the Brambles Farm Industrial Estate, 1km west of Waterloooville Town Centre. In 1982 planning permission was granted to Marconi for 28,300sqm of light industrial and research and development uses with ancillary buildings. Marconi was subsequently purchased in 2000 by BAE Systems.

The primary access into the site is by way of a roundabout on Elettra Avenue. This route also serves a recently completed Lidl foodstore and adjacent McDonalds Drive Thru restaurant, which has a variety of signage along Hambledon Road, and Electra Way comprising totem, fascia and freestanding adverts..The proposed sign will be located on the southern side of the access just off of the roundabout junction with Elettra Avenue.

Mature trees, hedging and a grass verge line the north-west, west, south-west and eastern edges of the site. Further soft landscape exists around the edge of the parking area in the north-west area of the site. There are no Tree Preservation Orders on the site. There are industrial units to the south and west with offices and industry to the north. A mix of residential and industrial units lies to the east of Hambledon Road opposite the site. The part of the site forming this application falls predominantly within Flood Zone 1.

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,

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

APP/21/00399 - Full application for erection of discount foodstore, drive through coffee shop and drive-through restaurant with associated car parking, service yard, landscaping, means of access and associated infrastructure, DEL,

3 Proposal

The proposal is for the display of 1No. single sided internally illuminated totem sign. The sign will be 5.5 metres in height, 2.6 m wide, and 0.3m in depth. The proposed sign will use a mixture of silver, grey and graphite colours.

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)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Gwen Robinson

No response

Councillor Mike Sceal

No response

Councillor Peter Wade

No response

Hampshire Highways

No objection

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: 13

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) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 It is considered that the addition of the proposed free totem sign in this location would not be detrimental to the character of this locality; which is urban in nature and features a range of commercial buildings and signage, including that of Lidl and McDonalds on the other side of the access road. The size and scale of this advert is considered appropriate, in context and will not overly clutter the amenity of the area.

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 considered that the adverts fronting the highway would not result in adverse harm to highway safety as they are set back from the highway and also are of a size which would not be overly large. In addition the Highway Authority has not objected to this application.

(iii) Effect on residential amenity

7.5 It is considered that the proposed signs should not cause an unacceptable degree of detriment to the amenities of the adjacent residential dwellings. The closet of the adjacent dwellings are located on the opposite side of Hambledon Road and should be sufficiently distanced from the application site due to the separation caused from the Lidl's and McDonald's sites to the north and the highway of Hambledon Road. This is considered to be sufficient in terms of both visual amenities and acceptable levels of light pollution.

8. Conclusion

- 8.1 The proposed sign is considered to be acceptable and the application is therefore recommended for advertisement consent.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/00634 subject to the following conditions

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

Proposed Totem signage location - PL_910 Rev: P1
Proposed elevation drawing issue 7

Reason: To ensure provision of a satisfactory development.

- 2 The intensity of illumination for the proposed signs shall not exceed 300 candelas per m2.

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