
Site Address:	Plot 1, Wellington Retail Park, 2 Hambledon Road, Waterlooville		
Proposal:	3No. internally illuminated fascia signs.		
Application No:	APP/15/01401	Expiry Date:	03/03/2016
Applicant:	Mrs Louise Butler Dixons Carphone	Team:	Team 2
Agent:	Mr Matt Cochrane CS2 Ltd	Case Officer:	Emma Chisnall
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The proposed Dixons Carphone in Hambledon Road is situated within a retail park in a separate unit close to the road which it shares with a Costa Coffee. All similar in size, style and design the shops in the park face onto a car park and have the same large entrance sign to the top front of the building and smaller signs on the totems placed around the park to help advertise what is within it.

The park entrance is accessed from a busy road running along the North/West elevation via traffic lights and the park is located in front of an industrial estate. The retail park is set back away from the main access road and therefore you are not able to see the road once inside the park and noise is kept to a minimum.

2 Planning History

APP/15/01401 Erection of a building for uses within Classes A1 and/or A3, related public realm including outdoor seating, alterations to car park including upgrading footpath connections and landscaping. Permitted Sept 2013

This permission included a design for illuminated signs on the road frontage (as per the current proposal)

3 Proposal

3No. internally illuminated fascia signs. The three proposed signs would reflect the same number and position of advertisements the neighbouring Costa Coffee have used.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014
AL1 (Presumption in Favour of Sustainable Development)

Havant Borough Council Design Guide Dec 2011

Outdoor advertisements and signs: A guide for advertisers

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Comment:

The Highway Authority's only concern is the sign on the back elevation that faced onto Maurepass Way. The illumination should be conditioned to the normal standard brightness and should not flash or change colour.

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: 4

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) Principle of development
- (ii) Impact upon the character of the area
- (iii) Impact upon residential amenity
- (iv) Highway Safety

- (i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria. The proposal wishes to advertise the store in the same way as its neighbour, Costa Coffee. The advertisements will help shoppers visually locate the Dixons Carphone and make them aware of its position within the retail park.

- (ii) Impact upon the character of the area

Within the retail park the majority of shops have signs which are similar in style, design, position and size and due to this it makes the park and shops within it seem symmetrical and uniform. The proposal that Dixons Carphone is proposing will ensure

that it reflects the current advertisements at Costa Coffee and as such will help the advertisements seem in keeping with the character of the area and not look out of place to its neighbouring stores.

(iii) Impact upon residential amenity

No residential amenity should be lost with the three advertisement signs at Dixons Carphone. To the rest of the shops within the retail park the change will not bring about any new additional negatives and the illumination would not cause any adverse impact.

(iv) Highway Safety

Highways have expressed potential concern over the sign on the back elevation that faces onto Maurepass Way. A condition will be included with the decision to ensure that illumination is contained to the normal standard brightness and that the lights did not flash or change colour.

8 Conclusion

The proposed Dixons Carphone has adequate space available to ensure that there is no loss of amenity to the immediate neighbours nor a negative impact on the character of the area. Therefore the proposal is considered to accord with the requirements of adopted Core Strategy policy CS16 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/15/01401 subject to the following conditions:-

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

Location Plan: Drawing No CPW/WTRLO/P07
Site Plan: Drawing No CPW/WTRLO/P09
Front Elevation Proposed Sign: Drawing No MM-1115-48
Back Elevation Proposed Sign: Drawing No MM-1115-49
Proposed Elevation: Drawing No MM-1115-52

Reason: - To ensure provision of a satisfactory development.

- 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.

- 3 The illuminated sign 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.

- 4 The intensity of illumination shall not exceed 400 candelas per m² and the illumination shall not flash or change colour.

Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.