
Site Address:	Waitrose, Unit 1A, Dukes Walk, Waterlooville, PO7 7HS		
Proposal:	Display of 2No. banner signs.		
Application No:	APP/15/01066	Expiry Date:	11/11/2015
Applicant:	Mr Charlesworth	Team:	Team 2
	Waitrose Ltd		
Agent:	Mr Virdee	Case Officer:	Emma Chisnall
	B&R Architects		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The Waitrose at Unit 1A Dukes Walk is a large retail food store situated on the South-East boundary within a complex containing additional retail shops and stores. The Waitrose is accessible from the large car park which faces the store and spreads up to the front elevation where you reach the entrance to access the store. The store is surrounded on both the sides and rear elevation by a highway and is also accessible from a public walkway which runs along the front elevation allowing the public to access to the store from the side road.

The ground is level at the site and the store has an outside open space allocated to them which runs parallel to the public walkway and is currently used for trolley storage and an exit/entrance to the current cafe which is located at the far end of the store. The banners will aid the advertisement of the cafe and will help it stand out as an additional facility to the store.

2 Planning History

09/70352/001- Display of non-illuminated lettering to north east elevation- Permitted
APP/14/00110- Installation of Horticultural unit and reconfiguration of trolley bay.
Permitted

3 Proposal

Display of 2No. Banner Signs.

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)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL3 (Town, District and Local Centres)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways Comment

The Highway Authority have no adverse comment in regards to this 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: 1

Number of site notices: 1

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 retail amenity

(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 two banners are to be positioned outside the current cafe area to help advertise the cafe itself. The banners will be positioned in a space already available to Waitrose which is currently under utilised.

(ii) Impact upon the character of the area

Although Waitrose dominates the dukes walk complex in size it is common to see this type of advertisement outside a store of Waitrose's size. The banners will be positioned within a public walkway but within space Waitrose currently owns and will make use of a currently under-utilised space. To advertise here is a logical proposal and should advertise to passers by and shoppers that the cafe is available and open. It is not considered that the erection of the two signs would impact negatively on the character of the area especially as the store is located in a shopping complex where this type of advertisement is common.

(iii) Impact upon retail amenity

The walkway in which the banners will be positioned should not impact any neighbouring development or stores negatively. The banners are small and neat in size and are made of material with no illumination. The walkway will provide distance between the banners and the neighbouring store which along its side elevation does not have any access doors or windows to which the banners could impact. It is considered that the banners will enhance the overall look of the space and public walkway and bring the current space into better use whilst not losing any amenity space to itself or neighbours.

8 Conclusion

The scale, siting and design of the proposal is considered to be acceptable and is recommended for approval.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/01066

(A) 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:
Proposed Part Ground Floor Plan, Image of Proposed Banners, Proposed Banners and Posts Details and Proposed Post Fixing Details: Drawing No 15-065.239-AG(P)-010
Site Block Plan: Drawing No 15-065.239-AZ9P)-011
Reason: To ensure that the development is completed satisfactorily in all respects and is in accordance with conditions 1, 2 and 3.
- 3 (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.