
Site Address: 10 Wellington Retail Park, 2 Hambledon Road,
Waterlooville, PO7 7FG

Proposal: Display of 1No. replacement illuminated fascia sign and 3No. revised
illuminated totem signs.

Application No:	APP/15/01030	Expiry Date:	05/11/2015
Applicant:	Marks and Spencer	Team:	Team 2
Agent:	Miss Caldwell	Case Officer:	Emma Chisnall
	WDR & RT Taggart		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The M&S in Hambledon Road is situated within a retail park amongst a row of other shops. 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/13/001196- Erection of three trolley bay shelters- Permitted

APP/13/01197- Display of 2No illuminated fascia signs; 1No non-illuminated fascia sign; 6No trolley bay signs. Permitted

APP/13/01197- Installation of plant and machinery. Permitted

3 Proposal

Display of No 1. replacement illuminated fascia sign and 3 No revised illuminated totem signs. The proposed sizes of the signs will be the same as they currently are.

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)

Havant Borough Council Design Guide 2011

Outdoor advertisements and signs: A guide for advertisers

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways

The Highway Authority have no adverse comment on 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: 16

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 and 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 is to replace current signs already in place and to change the colours and design. The principle of the development is acceptable and would enhance the image of M&S.

(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 replacement that M&S is proposing is to change the design of the sign, not the location and as such would not impact the character of the area negatively.

(iii) Impact upon residential amenity and highway safety

No residential amenity should be lost with the replacement of the M&S signs proposed. 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. The highway engineer has not objected to the proposed advertisements.

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/15/01030

(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: Required to be imposed by Section 91 of the Town and Country Planning Act 1990 (as amended)

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

Sign Location Plan: Drawing Number 01002
Ordinance Survey Plan: Drawing Number 01001
Existing and Proposed Totem Sign Plan: Drawing Number 01008
Existing Site Photos Plan: Drawing Number 01010
Proposed External Elevations: Drawing Number 01005

Reason: - To ensure provision of a satisfactory development.

- 3 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 4 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 7 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 8 The intensity of illumination shall not exceed 800 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).
- 9 That the illuminated sign will only be illuminated during office open hours.