

TOWN PLANNING DEPARTMENT



WDR & RT TAGGART

PLANNING CONSIDERATION HERITAGE ASSET STATEMENT

15019 – M&S Signage Rebrand

WATERLOOVILLE SIMPLY FOOD

Version 01 – 9th September 2015

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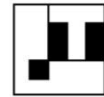


TITLE	PLANNING CONSIDERATION
PROJECT	15019 - M&S Signage Rebrand
CLIENT	M&S
DATE	9 th September 2015
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AUTHOR	Meadhbh Caldwell

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PROJECT DETAILS

Client: Marks & Spencer
Site Address: 10 Wellington Retail Park, Waterlooville, PO7 7FG
Description of Proposal: Removal and replacement of existing signs with new brand signs

Summary of Consideration

Taking into consideration the relevant planning history, applicable planning history and site characteristics we are of the opinion that an application for advertisement consent should be given favourable consideration for the removal and replacement of the existing signs with the new master brand signage.

The replacement and upgrading of all existing signage will enhance the heritage area the store is situated within. The proposed colour change to black letters on a white background is more in keeping with the surrounding buildings and will not be detrimental to the appearance of the area.

The Application Site

The application is to remove and replace the existing signs with new signs. The fundamental change will be the colour of the letters and background. The signage zone is remaining the same size and minimal projection of the letters will increase.

The illumination will remain in the signs with this new proposal and new LEDs are to be used. Although brighter these new signs will have the light source located within the letters and facing toward the building to give a halo effect so the direct illumination will not be as great.

Relevant Planning History

The existing signs installed on site have been previously granted planning permission.

As the proposed application is only for the removal and replacement of the existing signs within the same signage zone a negligible impact would result from the updated signage.

RELEVANT PLANNING POLICIES FOR CONSIDERATION

Havant Borough Council Local Plan (Core Strategy) (March 2011)

Havant Borough Council Local Plan (Allocations) (July 2014)

Waterlooville Town Centre Urban Design Framework SPG (2004)

Planning Consideration

The site is located in a large retail park adjacent to the new urban design framework for Waterlooville. As visible in the image below there are a variety of large signs across the retail park and the change of colour for the M&S SIMPLY FOOD Sign will have no negative impact on the site or the adjacent framework.

