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

Proposal: Display of 2No illuminated fascia signs; 1No non-illuminated fascia
sign; 6No trolley bay signs.

Application No: APP/13/01197 Expiry Date: 23/01/2014

Applicant: Marks & Spencer plc. Team: Team 2

Agent: Nathaniel Lichfield & Partners Case Officer: Richard Nash

Ward: Waterloo

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Wellington Retail Park comprises three terraced buildings constructed around a large communal car park. The buildings are two storey equivalent with feature canopies above the parapet line over the entrances to emphasise their location. The Park has an overall floor area of approximately 15,330sqm and has a Part Open A1/Part Bulky Goods Retail Warehouse development use.

The application site comprises a currently vacant single unit located within a terrace at the south east corner of the Park. The site faces a circulation area, which also links via a pedestrian/cycle underpass and proposed new pedestrian ramp (part of the proposed adjacent Sainsbury development) to the traditional town centre to the south east and north west. Servicing is provided via a separate shared service road to the rear of the terrace and does not coincide with any public areas.

2 Planning History

99/54013/003

Demolition of car showroom, associated buildings, existing retail unit and civic amenity site. Erection of 10,126sqm non food retail units, 1,207sqm garden centre, 232sqm fast food restaurant and associated access, car parking and servicing. Approved.

06/54013/009

Variation of Conditions 16 and 17 of Planning Permission 01/54013/007 to allow for an increase of the floor space available for unrestricted A1(Retail) use. Approved.

13/00214

Variation of Condition 2 of Planning Permission 06/54013/009 to allow for an increase in the floor space available for unrestricted A1 (Retail) use of Unit 6. Approved.

APP/13/00777

Refurbishment including external alterations to the front and rear of the building and a replacement mezzanine floor. Approved.

APP/13/01196

Erection of three trolley bay shelters. Current Application.

APP/13/01204

Installation of plant and machinery. Current Application.

3 Proposal

The current application proposes the display of 2 No illuminated fascia signs, 1 No non-illuminated fascia sign and 6 No trolley bay signs.

4 Policy Considerations

National Policies

National Planning Policy Framework ('NPPF')

Emerging Local Plan (Allocations) document 2013 (forming part of the HBLDF)

DM21: Shopfronts, Signs, Security Shutters and Advertisements.

Listed Building Grade: Not applicable

Conservation Area: Not applicable

5 Statutory and Non Statutory Consultations

Development Engineer:

None Received.

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: 14

Number of site notices: 1

Statutory advertisement: Not applicable

Number of representations received: None

7 Planning Considerations

Paragraph 67 of the NPPF requires that advertisements should be subject to planning controls only in the interests of amenity and public safety, taking account of cumulative impacts. The proposed signs would be illuminated at a suitable level and of an appropriate scale, siting, design and colour within the context of the unit and overall Retail Park.

8 Conclusion

Taking account of both individual and cumulative impact, the proposed advertisements would not have a detrimental impact on amenity or public safety. The application for advertisement consent should therefore be approved.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/01197, subject to the following conditions:

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

G4007 P 01 (Trolley Bay Location and Details)
G4007 P 02 (Proposed Location Plan Signage Application)
G4007 P 04 (Proposed External Elevations and Signage)

Reason: - To ensure provision of a satisfactory development.

- 2 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 1992

- 3 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 1992

- 4 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 1992.

- 5 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 1992.

- 6 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 1992.

- 7 No part of the fascia signs shall be illuminated other than as hereby permitted.

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

- 8 The illumination of the fascia signs hereby permitted shall be of a non-intermittent type.

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

- 9 The intensity of illumination shall not exceed 500 candelas per m².
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).