
Site Address: 1B Wellington Retail Park, 2 Hambledon Road,
Waterlooville, PO7 7FG

Proposal: Display of 3No. illuminated fascia signs to front entrance. 2No.
illuminated fascia signs to rear entrance; 1No. non-illuminated fascia sign to rear
entrance and 1No. non-illuminated 'goal post' sign to surround front entrance.

Application No: APP/13/00860 Expiry Date: 07/11/2013

Applicant: Steinhoff UK Group Ltd Team: Team 2

Agent: Mrs Charnock Case Officer: Bee Crawford

 Evolvegroup Ltd

Ward: Waterloo

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 Wellington Retail Park is located to the west of Waterlooville town centre. The park consists of a number of large superstores with car parking to the centre of the site. The stores are of steel frame construction with shallow pitched corrugated roofs and curved feature canopies over the main entrances.

2 Planning History

- 2.1 None relevant to this application.

3 Proposal

- 3.1 The application is for the display of 3 no. internally illuminated aluminium fascia signs and 1 no. non-illuminated aluminium 'goal post' entrance sign to the front (southern) elevation and 2 no. internally illuminated aluminium fascia signs and 1 no. non-illuminated aluminium panel sign to the rear (north) elevation front of the unit.

4 Policy Considerations

National Policies

National Planning Policy Framework 2012.

Core Strategies 2011 forming part of the HBLDF
CS16 (High Quality Design)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer

No adverse comments, standard illumination conditions should apply.

Winchester City Council

No response 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: 13

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) Visual Amenity
- (ii) Highway Safety

(i) Visual Amenity

7.2 The proposed signs would be partially visible from the public realm, and the unit is located in an established purpose built retail park which is characterised by commercial premises and therefore existing signage of similar styles and sizes. The proposal is for new signage which is in context with the size of the retail unit and consequently is not considered to have an adverse impact on the street scene. It is considered the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.3 The Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety. A recommendation has been made for a standard illumination condition to be placed on any planning permission.

8 Conclusion

8.1 The application 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/13/00860

subject to the following conditions

- 1 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
- 2 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
- 3 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.
- 4 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.
- 5 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.
- 6 No part of the fascia 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)
- 7 The illumination of the proposed sign 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)
- 8 The intensity of illumination shall not exceed 350 candelas per m2.
Reason: In the interests of the [amenities of the area / highway safety].
- 9 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan
Block plan
Existing and proposed illustrative front elevation
Proposed front elevation
Proposed rear elevation

Reason: - To ensure provision of a satisfactory development.