
Site Address:	9 Wellington Retail Park, 2 Hambledon Road, Waterlooville, PO7 7FG		
Proposal:	Display of 1No. illuminated fascia sign.		
Application No:	APP/13/00518	Expiry Date:	23/07/2013
Applicant:	T J Morris Ltd	Team:	Team 2
Agent:	Mr P Wilkinson	Case Officer:	Rachael McMurray
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is comprised of one of two attached large retail units located on a purpose built retail park situated on the edge of Waterlooville town centre and on the edge of the Borough boundary which separates Havant from Winchester. Part of the retail park falls within the Winchester boundary. The retail park has a large car park which serves the various units, which is accessed off the A3 and Hambledon Road. The front elevation of the unit is glazed and there is a large gantry structure for signage above the entrance doors. The site is surrounded by soft landscaping outside of the car park area.

2 Planning History

APP/10/00585

Conversion of 1No. retail unit to 2No. retail units. Partial demolition of south elevation to provide 2No. new retail entrances, additional parking and pedestrian walkway. New mezzanine floor and external alterations. Permitted - 14/12/10.

3 Proposal

Display of 1no. illuminated fascia sign. The sign would be fixed to the existing gantry within the existing signage zone. Sign boxes to have powder coated aluminium frame and flexi front face panel with lettering. It would be internally illuminated.

4 Policy Considerations

National Policies

National Planning Policy Framework

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

Winchester City Council

No comments received

Development Engineer

No objections so long as an illumination condition is imposed.

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: 0

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) Visual amenity
- (iii) Highway safety

(i) Principle of development

- 7.2 The site lies on the edge of the two centre within an existing retail area and in a location where retail signage is very commonplace.
- 7.3 Part of the site lies within the boundary of Winchester City Council. The applicant has also applied to WCC for advertisement consent.

(ii) Visual amenity

- 7.4 The sign relates to the occupier of the retail unit and would be internally illuminated. It would be located within a retail park with no residential properties in close proximity. Therefore it is considered that the proposed sign would be appropriate to the site context and not have an adverse effect on the visual amenity of the locality.

(iii) Highway Safety

- 7.5 The Council's Highways Officer has been consulted and has not raised any issues with the proposal. Therefore it is considered that the proposed sign would not cause a risk to highway safety.

8 Conclusion

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/13/00518 subject to the following conditions:

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.
Reason: To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.
- 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 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area.
- 8 The intensity of illumination shall not exceed 1000 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:

Proposed signage details - DN - 111 Rev D
Site Plan showing application site - P1

Reason: - To ensure provision of a satisfactory development.