

Planning Department
Havant Borough Council
Civic Centre Road
Havant
Hampshire, PO9 2AX

Our Ref: HBC.HASTP.160209

9th February 2016

Dear Sirs,

**TOWN & COUNTRY PLANNING ACT (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007 –
CONSENT TO DISPLAY ADVERTISEMENT AT WATERLOO PARK (EX-SYSTEMS PARK), ELETTRA
AVENUE, WATERLOOVILLE, PO7 7NX**

Please find enclosed an application for consent to display advertisements at the aforementioned premises, as follows:

“Installation of two new illuminated totems signs”

Accordingly, his application has been submitted via the on-line Planning Portal, and is accompanied with the following:

1. Completed advertisement application form;
2. Site location plan
3. Block plan
4. Proposed signage scheme drawing and details

The Proposal

Specifically, the proposal is for 2 new illuminated totem signs, to be positioned at the positions indicated on the location plan, along Hambledon Road for the purpose of announcing the occupiers of the Park.

The signs will be 60° triangular shaped totems with two faces of the sign to have individual lightboxes with acrylic face panels, set in to display tenant logos. There is an aluminium header panel, with back illuminate lettering and a domed logo device at the top. The dimensions for each are 9.600 metres (h) x 2.400 metres (w) as per the schematic drawing provided.

Both signs will display tenant logos; the visible face size of the tenant logo panels is 0.495m (h) x 2.340m (w).

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TOTEM APPLICATION - WATERLOO PARK, ELETTRA AVENUE

Site and Surroundings

The site is located to the north-west of Waterlooville Town Centre and comprises 5.15ha of land that was formerly the BAE Systems Technology Park.

The site is bounded by Elettra Avenue to the north and west; Silverthorne Way to the south and Hambledon Road to the east. The main access to the park is via the Elettra Avenue roundabout, with a dedicated highway arm into the park.

More widely, the site and park are surrounded by a mix of uses. To the immediate north and east there are commercial premises (including the WKB car showroom and garage), offices, warehousing and residential development. Further to the north, there are substantial areas of residential development and open land. To the south and west is open land beyond the commercial development immediately neighbouring the Site.

The site is not within or adjacent to a Conservation Area and is not subject to any other designations. There are no buildings or structures which are statutory or locally listed, and no tree preservation orders exist on the site.

Government Planning Guidance

Government guidance on advertising proposals is contained within the National Planning Policy Framework (NPPF), published in March 2012.

Paragraph 67 of the NPPF advises that control over the advertisements should be efficient, effective, and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. It further advises that advertisements should be subject to control only in the interests of amenity and public safety, taking account of the cumulative impacts.

Planning Issues

As confirmed in national policy, there are only two matters for consideration relative to signage, namely amenity and public safety, provided the advertisements proposed are efficient, effective and simple in concept and operation. Accordingly, the commentary below confirms that the proposal will have no detrimental impact with regard to either.

The signage proposed will have a clean symmetrical design, and will be of benefit to the street scene – particularly because, it reflects the site's position on a main road and will be equally visible from both carriageways east and west bound.

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TOTEM APPLICATION - WATERLOO PARK, ELETTRA AVENUE

The sign will bring a fresh and vibrant look to the front of the Park; we would not consider it to have any detrimental impact on either amenity or public safety noting the fact the two signs positions will be set back some distance from the public highway.

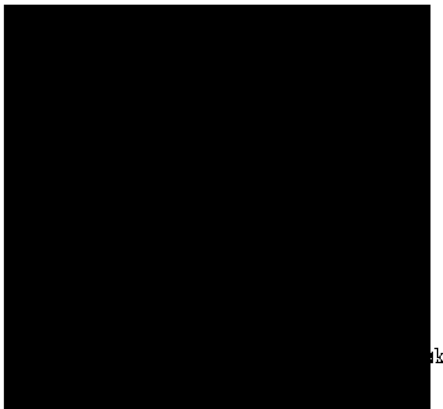
The signage complements the area; the proposed signage scheme seeks to provide them with readily visible information regarding the offer that will be available at Waterloo Park.

Conclusion

The size and styling of the proposed signs complement the overall site, whilst contributing towards a friendly, clean, welcoming and visually appealing environment. As a result, the signage scheme is informed but not intrusive.

Consequently, the proposal conforms to the objectives of the NPPF by being respectful to the site's location in relation to the highway network and the surrounding area.

It is therefore, respectfully requested that advertisement consent is forthcoming. In the meantime, we look forward to receiving confirmation that the application has been registered and validated.



Encl.

