

Havant Borough Council
Planning Department
Public Service Plaza
Civic Centre Road
Havant
PO9 2AX

Our Ref: HBC.WVPH2TotemAdvert.SH.260223

23 February 2026

SENT VIA PORTAL ONLY

Dear Sir or Madam

WATERLOO PARK – SUBMISSION OF ADVERTISEMENT APPLICATION

We are pleased to apply for express consent under the Town and Country Planning (Control of Advertisements) Regulations 1990 at the above location. The application comprises:

- Application Form;
- Location Plan;
- Site Plan (Based on the committee approved site plan under application APP/24/00777);
- Tara Signs design details;
- This letter as planning statement; and
- Relevant Fee.

The totem sign is proposed as an estate wide totem to support the businesses within Waterloo Park. Waterloo Park comprises Phase 1 (McDonalds and Lidl - completed), Phase 2 (Aldi, Costa and KFC – under construction) and Phase 3 (to be confirmed and subject to Outline application APP/24/00777). The Outline application has been approved by committee with a S106 Agreement almost completed, to allow the final consent to be issued.

The totem is designed to accommodate existing and committed tenants and provide sufficient space for additional, as yet unknown, tenants on the remainder of the site.

Pursuant to the Advert Regulations, the planning authority may consider two issues in determining the application; these are amenity and public safety. Of note, there are no specific advertising controls in this area, and the site is not within a conservation area.

‘Amenity’ means the effect upon visual and aural amenity in the immediate neighbourhood and the impact on passers-by, or people living nearby. The proposed sign is located on the edge of a commercial site, and adjacent to a dual carriageway. The nearest residential properties are located over 60m from the site and beyond the dual carriageway. They are additionally separated by a bank of trees and a further road. There will therefore not be significant impacts on residential amenity. The sign is also appropriate to its commercial context and would not have an adverse impact on the wider area.

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In terms of 'public safety', which means considerations relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), the sign is adjacent to the B2150 Hambledon Road and provides helpful direction to motorists to assist safety. It is within an area of landscaping and does not impede pedestrian or motorists.

The advert is therefore considered to be acceptable and meets the requirements of the Advert Regulations and Paragraph 141 of the NPPF (2024) and should be approved accordingly.

We trust you have sufficient information to validate the application but please advise if you require anything further.

Yours faithfully



SARAH HUFFORD

