

DELEGATED OFFICER REPORT

Site Address:	Land at Waterloo Park, Waterloooville		
Proposal:	Display of 1No. Totem sign (illuminated).		
Application Type:	Advertisement		
Application No:	APP/26/00119	Expiry Date:	20 April 2026
Applicant:	C/O Agent		
Agent:	Mrs Sarah Hufford	Case Officer:	Denise Sheath
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Land at Waterloo Park, Waterloooville

The totem sign is proposed within and adjacent the eastern boundary of the Waterloo Park Retail Development. Which comprises of 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).

2 Planning History

APP/18/01072 - Outline planning application with all matters apart from access reserved for subsequent approval for the erection of Class B1(c) / B2 / B8 development and Class B8 Trade Counter use, Class A1 Retail, Class D2 Leisure and Classes A3 and A5 Drink / Food Establishments – Permit 15 October 2021

APP/21/00399 - Full application for erection of discount foodstore, drive through coffee shop and drive-through restaurant with associated car parking, service yard, landscaping, means of access and associated infrastructure.(04.10.24). Request to discharge condition 6 (31.03.25). Request to discharge conditions 4, 11, 12, 19, 20, 23 (27.06.2025 see APP/25/00559). Request to discharge condition 3 (recd 17.07.2025 - see APP/25/00606). Request to Discharge conditions 10 & 16 (20.03.26) See APP/26/00194 – Permit 4 October 2024

APP/21/00634 - Display of 1No. single sided internally illuminated totem sign. – Permit 06 August 2021

APP/24/00777 - Outline planning application with all matters reserved apart from access for development within Class E (light industrial, retail, café and restaurant, leisure / gym), B2, B8 and B8 trade counters.

APP/25/01021 - Non-material amendment to Planning Permission APP/21/00399 relating to alterations to Layout Plan, Landscaping Plan & Planting Plan to incorporate EV Charging. – Permit 20 March 2026

3 Proposal

Display of 1No. Totem sign (illuminated).

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design) Havant Borough Local Plan (Allocations) July 2014

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements_

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Environmental Health

It is noted that the nearest residential receptor is ~60m from the proposed illuminated Totem sign, as such no adverse light impacts to residents are anticipated.

Environmental Health (pollution) has no adverse comments regarding the above application.

Hampshire Highways

In regard to application APP/26/00119, having reviewed the information contained within the application pack, there would be no objection to the proposals from a highway perspective.

The proposed Totem sign is to be placed in a position to the west of the adjacent highway, in a location in excess of 5.0m from the highway edge. As such, it will not impact upon the visibility splay requirements in the local vicinity, or obstruct any vehicle or pedestrian movement.

Onwards, whilst the Totem sign is to be illuminated, the maximum luminance level quoted on the application form is 300 cd/sqm, which falls well within guidance levels for a location such as this. With the sign also not utilising moving or changing images, there should be minimal distraction and impact on passing highway users, and as such the proposal is acceptable.

Southern Water

No Comments 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: 23

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
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The proposal is for the installation of 1No. freestanding illuminated Totem sign. the totem would be of a triangular design and would measure 10.401 metres in height, with 3No. panels, each panel having a maximum width of 2.668 metres. The signage would be internally illuminated and would advertise the businesses located within Waterloo Park. The Totem will be a steel frame structure. Sign panels and trims will be aluminium, powder coated. The tenant logo panels will be acrylic (Perspex) with printed graphics. It is not considered that the proposal would result in any harmful impact on the visual amenity of the immediate or wider locality. As such, the development is considered to be acceptable, in accordance with Policy DM21 of the Havant Borough Local Plan (Allocations) July 2014.

(ii) Highway safety

7.3 There would be no adverse impact on highway or public safety as a result of the proposed totem and lighting. It is noted that the Highway Authority raise no objections.

7.4 It is considered the proposal would not have an adverse impact visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the Havant Borough Local Plan (Allocations) July 2014

(iii) Effect on residential amenity

7.5 Due to the siting and separation distance of the proposed totem sign, it is not considered that it would result in any harmful impact on nearby residential dwellings or their amenity. The proposal would therefore comply with Policy CS16 of the Havant Borough Local Plan (Core Strategy) March 2011.

8. Conclusion

8.1 The proposed sign is considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Interim Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/26/00119 subject to the following conditions

Standard Conditions:

- (a) 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.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

Condition 2

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

Planning Statement – Received 23 February 2026

Location Plan – Received 23 February 2026

Site Plan– Received 23 February 2026

Advert Details – Received 23 February 2026

Reason: - To ensure provision of a satisfactory development.

Condition 3

The intensity of illumination for the proposed sign shall not exceed 300 candelas per m².

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

Informatives:

Informative 1

In accordance with paragraphs 38-50 of the NPPF Havant Borough Council (HBC) takes a positive and proactive approach and works with applicants/agents on development proposals in a manner focused on solutions by:

- Offering a pre-application advice service, and
- Updating you of any issues that may arise in the processing of your application and where possible suggesting solutions, and,

In this instance:

- Your application was acceptable as submitted and no further assistance was required.