

DELEGATED OFFICER REPORT

Site Address:	Unit 8A, Wellington Retail Park, 2 Hambledon Road, Waterloooville, PO7 7FG		
Proposal:	Advertisement consent for 1 No. Fascia panel with green background with white illuminated Starbucks lettering (Internally Illuminated); 1 No. Siren Logo onto green background (Internally Illuminated).		
Application Type:	Advertisement		
Application No:	APP/26/00268	Expiry Date:	28 July 2026
Applicant:	Ms Nelson		
Agent:	Design Team	Case Officer:	Denise Sheath
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Wellington Retail Park is located to the west of Waterloooville 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 feature canopies over the main entrances.

2 Planning History

01/54013/005 - 2 illuminated fascia signs and 3 non illuminated poster signs to front elevation. NFA - 02/11/2012

APP/14/01247 - Installation of 1No. new display window to front elevation. PERM - 20/01/2015

APP/15/00380 - Display of 2No. illuminated fascia signs; 2No. existing non-illuminated fascia signs recovered to match. PERM - 22/05/2015

APP/24/00501 - Application for Variation of Condition 2 of Planning Permission

APP/23/00661 relating to external alterations to elevations. PERM - 18/09/2024

APP/24/00554 - Subdivision and external alterations to Unit 8 comprising the removal of existing entrance and replacement with two new entrances, additional changes to fenestration and doors, and associated works. PERM - 29/11/2024

APP/25/00158 - Variation of Condition 1 of APP/13/00214 to remove the restriction on the sale of food in relation to part of Unit 8 known as 8A. – Permit 22/08/2025

APP/25/00463 - Non Material Amendment to Planning application APP/24/00554 (Permitted 29/11/2024). Amendments to doors, bollards and ramps at the rear elevation of Unit 8B. - Permit 01/07/2025

APP/26/00285 - Installation of new HVAC to Unit 8A with the incorporation of 3 No. stacked external condensing units located on the rear wall of the building.

3 Proposal

Advertisement consent for 1 No. Fascia panel with green background with white illuminated Starbucks lettering (Internally Illuminated); 1 No. Siren Logo onto green background (Internally 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

Hampshire Highways:

The Highway Authority wish to make the following comments.

This application seeks approval for the creation of 2 pieces of illuminated signage measuring approximately 14.3m² and 4.57m² whilst both emitting a luminance of 320cd/m². It should be noted that in accordance with the guidance set out in the ILP GN01 'Guidance notes for the reduction of obtrusive light', in an E4 Urban area the area of an illuminated sign face which exceeds 10m² is not permitted to emit a luminance greater than 300cd/m².

Subsequently, whilst the Highway Authority are content with the proposal for the 4.57m² fascia sign, the 14.3m² fascia sign is not currently acceptable as it emits a luminance which exceeds the maximum permitted level for its scale. The applicant should reduce the luminance of this signage to 300cd/m² to accord with the above guidance. Ultimately, as no other issues have been identified within this application, and as only a minor decrease in luminance is necessary, the Highway Authority are content for this matter to be conditioned prior to approval.

Recommendations

These proposals have been considered and in review are not anticipated to result in a significant impact to the safety or operation of the local highway network. Therefore, the Highway Authority have no objection to the proposals subject to the following condition:

Condition:

Prior to approval, the applicant shall provide confirmation that the area of any illuminated sign faces which exceed 10m² will not emit a luminance which exceeds 300cd/m². Reason – to avoid dazzling passersby.

Officer Comment:

The agent has confirmed alignment with the highway's request.

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: 22

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 1 Support representation

Summary:

The introduction of Starbucks to WaterlooVille would be a highly positive development for the local area for several reasons:

Enhanced Consumer Choice: Currently, the local coffee market in WaterlooVille is heavily dominated by a single major brand, with multiple Costa Coffee outlets nearby. Bringing Starbucks to Wellington Retail Park provides residents with much-needed variety, encouraging healthy market competition and expanding the food and drink options available to shoppers.

Economic Benefits and Footfall: Occupying this unit with a prominent, globally recognised brand will help sustain footfall at the retail park, benefiting neighbouring retail businesses. It ensures that local spending stays within WaterlooVille rather than leaking to surrounding areas like Havant or Portsmouth.

Employment: The opening of a new branch will create valuable local jobs, offering employment opportunities for residents within the community.

Overall, this development represents a positive investment in WaterlooVille's economic vitality and improves the diversity of our local amenities.

Officer Comment: The current application is for advertisement consent for the site, not the proposed use.

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 1 No. Fascia panel with green background with white illuminated Starbucks lettering (Internally Illuminated); 1 No. Siren Logo onto green background (Internally Illuminated). The proposed signage is proposed to the front elevation of the unit facing the car park area of the retail park.

7.3 The site is located in a purpose-built commercial retail park where signage is commonplace. It is therefore considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 It is not considered that any element of the scheme would result in a significant impact to the safety or operation of the local highway network. A condition has been recommended should planning approval be granted to ensure that the illumination does not exceed 300cd for any illuminated sign faces which exceed 10m², in the interests of highway safety and to prevent dazzling passersby.

(iii) Effect on residential amenity

7.5 The proposed advertisements are of a similar scale, design and type to those displayed on other units within the retail park. Furthermore, there are no residential properties adjoining the site that would be affected by the signage. As such, the proposed advertisements are not considered to appear unduly prominent or overbearing and would have a limited and acceptable impact on the amenity of neighbouring commercial units. The proposal therefore accords with Policy CS16 of the Havant Borough Core Strategy. It is noted no letters of objection were received with respect to the scheme.

8. Conclusion

8.1 The proposed signage is considered acceptable and is recommended for the grant of advertisement consent.

9 RECOMMENDATION:

That the Interim Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/26/00268 subject to the following conditions:

Standard Conditions:

1.

(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.

2.

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

Planning Statement – Submitted 20 April 2026

Location Plan – Drawing No. 26-108 - REV 3 – Submitted 03 June 2026

Proposed Block Plan – Drawing No. 26-108 REV 1 – Submitted 20 April 2026

Proposed Front Elevation – Drawing No. 26-108 REV 1 – Submitted 20 April 2026

Proposed Shopfront Elevation with signage details – Drawing No. 110584-001 REV1 - Submitted 20 April 2026

Proposed Flex Face Box Detail – Drawing No. 26-108 REV 1 – Submitted 20 April 2026

Proposed Fascia Signage Detail - Drawing No. 26-108 REV 1 – Submitted 20 April 2026

Reason: To ensure provision of a satisfactory development.

3.

Any illuminated sign faces which exceed 10m² shall not emit a luminance which exceeds 300cd/m².

Reason: To avoid dazzling passersby and highway safety having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014

Informative:

In accordance with paragraphs 39-51 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 following receipt of confirmation of luminance, and no further assistance was required.