

Site Address:	Waterloo Park, Elettra Avenue, Waterlooville		
Proposal:	Illuminated signage incorporating (1) 1No. ES11a 3x KFC bucket square lightbox (2) 1No. ES07b 700 mm high KFC white aluminium letters (3) 1No. ES20.1a large neon bucket portal (4) 3No. ES10a KFC Lightbox; (5) 2No. double digital menu board. Non-illuminated elevational signage and freestanding signage incorporating (1) 1No. single sided directional ground sign (2) 1No. SS14c K4 DT Height Restrictor (3) 1No. speaker post (4) 2No. SS09 Grille Bay sign (5) 2No. S07 DDA Parking sign (6) 1No. double sided directional ground sign.		
Application Type:	Advertisement		
Application No:	APP/26/00375	Expiry Date:	23 July 2026
Applicant:	Kentucky Fried Chicken		
Agent:	Mr Beamish	Case Officer:	Denise Sheath
Ward:	Waterloo		

1 Site Description

2 Planning History

APP/24/000777 - 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. – Permit 23/06/2026

3 Proposal

Illuminated signage incorporating (1) 1No. ES11a 3x KFC bucket square lightbox (2) 1No. ES07b 700 mm high KFC white aluminium letters (3) 1No. ES20.1a large neon bucket portal (4) 3No. ES10a KFC Lightbox; (5) 2No. double digital menu board; (6) 1No. ES19 entrance double sided lightbox; (7) ES03a neon sign. Non-illuminated elevational signage and freestanding signage incorporating (1) 1No. single sided directional ground sign (2) 1No. SS14c K4 DT Height Restrictor (3) 1No. speaker post (4) 2No. SS09 Grille bay sign (5) 2No. S07 DDA Parking sign (6) 1No. double sided directional ground sign. Vinyl graphics to the side elevations of the building with vinyl graphics to the windows to the front and side elevations and the side entrance door.

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 wishes to make the following comments.

This application seeks approval for the creation of four pieces of illuminated signage and 7 pieces of non-illuminated signage for a KFC at Waterloo Park, Eletra Avenue. It is noted that all illuminated signage has been confirmed in Drawing 0000/2023/G210 Rev A to not emit a luminance greater than 250cd/m². The Highway Authority are content that this is suitable for signage both over and under 10m² in sign face area in an E4 urban area and subsequently does not raise any concerns regarding passersby being dazzled by the signage. The Highway Authority have also reviewed the remainder of the proposed signage and are content that none of the proposals raise significant concerns regarding their locations or heights.

It is noted that the digital menu is listed as a non-illuminated piece of signage. Despite this it has been confirmed on drawing 0000/2023/G123 Rev J that this will emit 200cd/m². Whilst the Highway Authority raise no concerns with this level of luminance, it is recommended that this signage is listed within the illuminated section for clarity.

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 - The signage approved as part of this application shall not emit a luminance exceeding 250cd/m² at any time. Reason – to prevent dazzling passersby

Officer Comment: The description was amended to include the digital menu within the illuminated section following confirmation from the agent.

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: 13

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 the following signage once the construction of the premises to be used as a K.F.C Drive Thru has been completed.

The illuminated signage comprises of 1No. 3x KFC bucket square lightbox above the entrance door; 1No. 'KFC' letter sign upon the entrance roof, the letters would have a 700mm height and would be illuminated in white; 1No. large neon bucket portal, to be installed externally around entrance area and fixed back securely to shell; 3No. KFC Lightbox white 'KFC' lettering (with red background) one to each side elevations; 1No. Light box above the entrance door; 1No. Neon sign inside the building fronting the front window; 2No. 2x double digital menu boards located prior to the drive thru service window. The non-illuminated elevational signage and freestanding signage consists of 1No. single sided directional ground sign; 1No. Freestanding vehicle height restrictor advising of drive thru and height restrictions; 1No. speaker post; 2No. Grille Bay sign advising of no parking (orders only); 2No. Parking signage and 1No. double sided directional ground sign.

Vinyl graphics are to be placed upon the external elevations relating to the brand of K.F.C.

7.3 Although the proposed signage would be visible from the public realm the site is located in a purpose-built commercial retail park area 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) July 2014.

(ii) Highway safety

- 7.4 There would be no adverse impact on highway or public safety as a result of the proposed signage. A condition has been recommended should planning approval be granted to ensure that the illumination does not exceed than 250cd at any time, in the interests of Highway Safety and to prevent dazzling passersby.
- 7.5 It is considered the proposal would not have an adverse impact on the 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

- 7.6 Due to the siting and separation distance of the proposed signage to the nearest residential dwelling (in excess of 40m) 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 signage is considered acceptable, and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Interim Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/26/00375 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:

Covering Letter – Submitted 28 May 2026

Location Plan – Submitted 28 May 2026

Proposed Site Plan – Drawing No. 3509 G121 F – Submitted 28 May 2026

Proposed Site Signage Plan – Drawing No. 3509 G123 J – Submitted 28 May 2026

Signage Details – Drawing No. MPDS-OHF55-WP-KFE-GA55-EQ-2 1 – Submitted 28 May 2026

Proposed Illuminated Signage Details – Drawing No. 3509 G210 A – Submitted 28 May 2026

Proposed External Elevations – Drawing No. 3509 G211H – Submitted 28 May 2026

Wall Mount Schematic - Drawing No. MPDS-OHF55-WP-KFE-SA50-WM-SCH 1 – Submitted 28 May 2026

Proposed External Elevations as Approved – Drawing no. 3509 G212 A – Submitted 28 May 2026

Digital Menu Board Details – Submitted 28 May 2026

Reason: To ensure provision of a satisfactory development.

Condition 3

The signage approved as part of this application shall not emit a luminance exceeding 250cd/m2 at any time.

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

Informatives:

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