

DELEGATED OFFICER REPORT

Site Address: 7 Wellington Retail Park, 2 Hambledon Road, Waterloooville,
PO7 7FG

Proposal:

Application for Advertisement Consent for:

2No. Internally Illuminated Facia Boards,

1 No. Internally Illuminated Mesh Principal Facia Signage.

8 No. Graphic Vinyl's.

1 No. internally mounted TV Display (Illuminated) to Front Elevation.

Application Type: Advertisement

Application No: APP/26/00492

Expiry Date: 01 September 2026

Applicant: Miss Lynne Garlick

Agent: Mrs Taylor

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

APP/23/00145 - Application for a Lawful Development Certificate for a Proposed Use as a Gym or Cafe within Use Class E - Commercial, Business and Service of the Town and Country Planning (Use Classes) Order 1987 (as amended). – Consent – 06 July 2023

APP/23/00661 - External alterations comprising new shop entrances, widened walkway, new bollards, new signage features and support columns, and widening of one parking bay. – Permit 28 November 2023

APP/24/00388 - Application for non-material change to planning permission
APP/23/00661 relating to amendment to elevations of Units 5, 7 and 9. - Withdrawn

APP/24/00501 - Application for Variation of Condition 2 of Planning Permission
APP/23/00661 relating to external alterations to elevations. (Approved 18/09/2024)
Request to discharge condition 4 received 29/07/2026 (See APP/26/00558) – 18 September 2024

APP/26/00043 - Application under section 192 of the town and country planning act 1990 (as amended) to certify the proposed 24-hour opening of unit 7 as a gym as lawful. – Consent – 29 April 2026

3 Proposal

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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

Environmental Health (pollution) has no objection to the above proposals.

Highways Authority

The Highway Authority wishes to make the following comments.

This application seeks approval for advertisement consent for: 2x Internally Illuminated Facia Boards, 1x Internally Illuminated Mesh Principal Facia Signage, 8x Graphic Vinyl's, and 1x internally mounted illuminated TV Display. The locations of these signs appear to be largely flat and wall mounted, or high above the ground. Therefore, the Highway Authority do not raise any concerns regarding the location of these signs.

It is noted that 3 pieces of illuminated signage have been listed within the application form. All 3 have been confirmed to emit a maximum luminance of 200cd/m2. This is below the maximum permitted luminance for any signage in an E4 urban area and is therefore considered to be acceptable.

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 illumination of the consented signage shall be no greater than 200cd/m2 during non-daylight hours and no light source shall be visible from the highway. Reason – to prevent dazzling passersby.

Winchester City Council

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: 10

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 comprises two internally illuminated fascia boards, one located on the signage feature to the front elevation and the other on the northern side elevation. The fascia boards would display a blue background with white lettering displaying the wording 'The Gym Group', together with a logo with a green background featuring a blue 'g'. In addition, one internally illuminated mesh principal fascia sign is proposed around the gym entrance. The mesh would be blue in colour and display the wording 'The Gym Group' in white lettering, with the green and blue 'g' logo positioned above the entrance door. The proposal also includes eight graphic vinyls to be installed across the frontage in association with the business use, together with one internally illuminated wall-mounted TV display located within the front elevation.

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 by the Highway Authority should planning approval be granted to

ensure that the illumination of the consented signage shall be no greater than 200cd/m² during non-daylight hours and no light source shall be visible from the highway 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 to be acceptable and is recommended for advertisement consent.

9 RECOMMENDATION:

That the Interim Development Manager be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/26/00492 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 advertisements hereby permitted shall be carried out in accordance with the following approved plans:

Planning Statement – Submitted 07 July 2026
Proposed Location Plan – Drawing No. 30870_1-BB-PL-R01 – Submitted 07 July 2026
Proposed Block Plan – Drawing No. 30870_1-BB-PL-R01 – Submitted 07 July 2026
Proposed Front Elevation – Drawing No. 30870_1-BB-PL-R01 – Submitted 07 July 2026
Proposed Side Elevation – Drawing No. 30870_1-BB-PL-R01 – Submitted 07 July 2026
EX01 Internally Illuminated Flexface – Drawing No. 30870_1-BB-PL-R01 – Submitted 07 July 2026
EX02 Internally Illuminated Flexface – Drawing No. 30870_1-BB-PL-R01 – Submitted 07 July 2026
EX03 Mesh Framework C/W Illuminated Built Up Logo & Letterset – Drawing No. 30870_1-BB-PL-R01 – Submitted 07 July 2026
EX04 Safety Vinyls – Drawing No. 30870_1-BB-PL-R01 – Submitted 07 July 2026
EX05 Graphic Vinyls – Drawing No. 30870_1-BB-PL-R01 – Submitted 07 July 2026

Reason: - To ensure provision of a satisfactory development.

Condition 3

The illumination of the consented signage shall be no greater than 200cd/m² during non-daylight hours and no light source shall be visible from the highway.

Reason: To prevent dazzling passersby having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

Informative:

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