

Ecology response for A/22/94173 UNIT 1, HEDGE END RETAIL PARK, CHARLES WATTS WAY, HEDGE END, SOUTHAMPTON, SO30 4RT

Consent to display 3no. internally illuminated wall hanging signs mounted to the face of the building (Sign A); 2no. internally illuminated flexible faced tensile showcase sign mounted to the face of the building (Sign B); 1no. vinyl film logo applied to glass of entrance lobby (Sign C); and 1no. Opening times panel and image - vinyl film graphic applied to shopfront glazing (Sign D)

1/12/22

The green infrastructure surrounding the site has the potential to support nesting birds and foraging bats. Sarah Boyd's ecology response for application F/21/91821 stated that there would not be any change to external lighting at that time. The photos on Google maps from Charles Watts Way (A334) shows that the vegetation between the dual carriageway and the existing building is a well-developed hedgerow with trees which provides valuable wildlife habitat and noise reduction to the site. Any additional light shining on that vegetation should be avoided. Although they are proposed to be quite high on the building, is not clear to me that the signs proposed on the north-western and western elevations would be seen by anyone due to this important vegetation. The southern elevation is not as close to the trees as the western and north-western elevations. A sign on the southern elevation would be visible to cars driving north on Upper Northam Road approaching Charles Watts Way due to a gap in the trees, but not to cars driving south.

I don't have any objection to non-illuminated signs on the north-western and western elevations but would not support any additional lighting in these areas due to the potential to affect nesting birds and foraging bats.

Lisa Malter

Ecologist