
Site Address: Sainsburys Supermarkets Ltd, Hambledon Road,
Waterlooville, PO7 7UL
Proposal: Display of 4No. externally illuminated fascia signs and 5No.
non-illuminated fascia signs.
Application No: APP/16/00260 Expiry Date: 05/05/2016
Applicant: Sainsbury's Supermarkets Ltd
Agent: Mr Morris Case Officer: Bee Crawford
WYG
Ward: Waterloo

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 Sainsburys Supermarkets Ltd, Hambledon Road, Waterlooville, PO7 7UL. The site is to the back of the car park adjacent to the rear of industrial buildings to the north and is situated in an established purpose built retail park and industrial estate.

2 Planning History

APP/16/00259 - Construction of a new concession pod at Sainsbury's store, running concurrently with this application.

3 Proposal

Display of 4 No. externally illuminated fascia signs and 5 No. non-illuminated wall mounted panel information signs.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

FAO Mr P Marshall, Development Engineer

The Highway Authority has no adverse comments on this application.

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: 12

Number of site notices: Not applicable.

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

(i) Visual Amenity

7.2 The proposed signs would be displayed on the elevations of the proposed concession pod subject of planning application APP/16/00259 which is to be located within the car park of the Sainsbury's store adjacent to the northern boundary. The new signage is in context to the immediate vicinity and is therefore judged it would not have an adverse impact on the street scene. It is considered the proposal meets the requirements of policy DM21 of the HBLP (Allocations). It is noted no objections have been received with respect to the scheme.

(ii) Highway Safety

7.3 The Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety.

8 Conclusion

8.1 The application is considered to be acceptable and is recommended for approval.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00260 subject to the following 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 No part of the fascia shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 3 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 4 The intensity of illumination shall not exceed 1700 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 Local Plan (Allocations).
- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:

Drg No. PL01 Site Location Plan

Drg No. PL05 Proposed Pod Elevations

Reason: - To ensure provision of a satisfactory development.