
Site Address:	Development Site Proposed Supermarket, Hambledon Road, Waterloo		
Proposal:	Display of 1No. illuminated Sainsburys 'sky' lettering. (Revision to approved position).		
Application No:	APP/14/01108	Expiry Date:	22/12/2014
Applicant:	Sainsbury's Supermarkets Ltd	Team:	Team 2
Agent:	Miss Broomfield	Case Officer:	Sally Smith
	WYG Planning and Environment		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is the one of the new Sainsburys superstore which is now under construction

2 Planning History

Most relevant is:

APP/13/01190 - Variation of APP/12/00835 to amend plans for food store, car park, PFS and pedestrian ramp. Permit April 2014.

APP/14/00678 - Various signs as detailed below. Split decision; 2.5m high sign on main roof facing Hambledon Road refused 26/8/14.

4 illuminated sets of Sainsbury's sky lettering.

On the north west/south west corner 1.9m high lettering on the lower atrium roof (Sign 1)

On the south east elevation 1.9m high lettering on the main roof (Sign 4) and 850mm high lettering on the lower entrance roof (Sign 3).

On the south west elevation 2.5m high sign on the main roof, located over the side entrance (Sign 2).

All are internally illuminated; standard Sainsbury orange.

3 internally illuminated totems located at each end of the Hambledon Road frontage and by the entrance to the customer car park; the highest being 5m and internally illuminated.

5 internally applied vinyls

2 welcome wall panels

Pharmacy signs

APP/14/00921 - One set of 1.9m high sky lettering in central position on frontage. Consent granted 5/11/2014

3 Proposal

To slightly reposition sign one, as permitted under APP/14/00678, on the atrium roof at the Aston Road end. Letters still 1.9m high but sign slightly repositioned to take account of curve of atrium roof.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

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

Development Engineer - Highways - No objection

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: 27

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: None

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan and the matters defined for consideration under the Advertisement Regulations it is considered that the main issues arising from this application

- (i) Impact upon Public Safety
- (ii) Impact on amenity

- (i) Impact on public safety

7.2 A sign of this size has already been permitted in this location. This sign is a slight revision to its siting. There is not considered to be any highway safety impact.

- (ii) Impact on amenity

7.3 The sign has already been permitted at the same size and on the atrium roof. there is

not considered to be a change in impact by its repositioning.

8 Conclusion

The sign is considered acceptable subject to the earlier special condition that limits the hours of illumination to the opening hours of the store.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01108 subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 The illuminated signage hereby granted consent shall only be illuminated during the opening hours of the store.
Reason: In the interests of the amenity of the locality.
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site Location Plan CHQ.14.10656 - PL01
Existing Elevations CHQ.14.10656 - PL03

Proposed Site Plan CHQ.14.10656 - PL04
Proposed Elevations CHQ.14.10656 - PL05 E (as relevant to Sign 1 only)
Sky Sign 1 Line of Sight CHQ.14.10656 - PL09
Sign 1 Details CHQ.14.10656 - PL10
Roof Plan CHQ.14.10656 - PL11

Reason: - To ensure provision of a satisfactory development.