



Ref: A053120

Planning Portal Ref: PP-03490471

Date: 26th June 2014

Sally Smith

Planning Department
Havant Borough Council
Civic Offices
Civic Centre Road
Havant
PO9 2AX

Dear Mrs Smith,

**Sainsbury's Supermarkets Ltd.
Hambledon Road, Waterlooville, PO7 7UA
Application for Display of Advertisements**

On behalf of our client, Sainsbury's Supermarkets Ltd, please find enclosed an application for advertisement consent at the above site. This application comprises the following documents:

- Completed application form, dated 26th June 2014;
- Drawing ref. CHQ.14.10656 – PL01: 'Site Location Plan';
- Drawing ref. CHQ.14.10656 – PL02: 'Existing Site Plan';
- Drawing ref. CHQ.14.10656 – PL03: 'Existing Elevations';
- Drawing ref. CHQ.14.10656 – PL04: 'Proposed Site Plan';
- Drawing ref. CHQ.14.10656 – PL05: 'Proposed Elevations';
- Drawing ref. CHQ.14.10656 – PL06: 'Proposed Totem Location and Details';
- Drawing ref. CHQ.14.10656 – PL07: 'Proposed Building Signage';
- Drawing ref. CHQ.14.10656 – PL08: 'Proposed Building Signage Details';
- Schedule of Proposed Advertisements;
- Application fee sent under separate cover.

Application Site

The main application site comprises the former industrial units of the Caetano coach works and 19A Aston Road, the former printworks in Regent House on Aston Road and the existing HWRC on Hambledon Road. The application site also extends across the junction of Aston Road and the B2150 and through the Wellington Retail Park down Maurepas Way. To the north are residential properties, to the west of the site are retail units (Dreams, Jolley's and Halfords). To the south of the site are more retail units including TK Maxx, Matalan, Argos Extra and JJB Sports. Beyond these units is the existing pedestrian link under Maurepas Way into the town centre. Finally, to the east of the site are more industrial units.

100 St John Street, London, EC1M 4EH
Tel: +44 (0)20 7250 7500 Fax: +44 (0)20 7250 7501 Email: info@wyg.com www.wyg.com

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Registered Office: Arndale Court, Headingley, Leeds, LS6 2UJ



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Scheme Proposal

This application seeks advertisement consent in order to provide signage appropriate for the proposed petrol filling station. The proposed signage includes:

- 4 x illuminated 'Sainsbury's' sky letter;
- 3 x illuminated totems;
- 5 x internally applied vinyls;
- 2 x welcome wall panels;
- 4 x pharmacy signs.

Full details of the proposed advertisements can be found on the submitted plans. Please also find enclosed a schedule of proposed advertisements which provides all the information required for each sign – this has been provided in lieu of the details on the application form.

Planning Policy

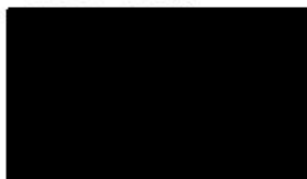
With reference to the proposed adverts, paragraph 67 of the NPPF states that "only those advertisements which will clearly have an appreciable impact on a building or their surroundings should be subject to the local planning authority's detailed assessment." The proposed signage will not have an adverse impact on the visual amenity or highway safety of the surrounding locality.

Summary

All documents and drawings have been submitted in an electronic format via Planning Portal (Ref. PP-03490471), apart from the application fee cheque. This has been sent separately, with the application reference clearly stated.

I trust everything has been submitted to enable the registration and validation of the application, and I look forward to receiving confirmation of this in due course. In the meantime if you require any further information please do not hesitate to contact me or my colleague, Gary Morris, at this office.

Yours Sincerely,



Alice Broomfield
Assistant Town Planner
For and on behalf of WYG

