



To:
Miss Broomfield
WYG Planning and Environment
100 St John Street
London
London
EC1M 4EH

For: Sainsbury's Supermarkets Ltd

**THE TOWN AND COUNTRY PLANNING ACT 1990
THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007
Split Decision**

Application Number: APP/14/00678

Site Address: Site of Proposed Sainsbury's Store, Hambledon Road, WaterlooVille

Proposal: Display of 4No. illuminated 'Sky' lettering signs; 3No. illuminated double sided totem signs; 2No. 'Welcome' panel signs; 4No. 'Pharmacy' signs and 5No. 'Cafe' vinyls.

Further to your application received on 30 June 2014, which was valid from 01 July 2014, Havant Borough Council, as Local Planning Authority,

(A) Grants Consent for only the advertisements listed in Condition 1 below, subject to compliance with the following conditions:

Conditions:

- 1 The following advertisements are considered acceptable and are hereby granted Advertisement Consent:

3 sets of Sainsbury's illuminated 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).

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

5 internally applied vinyls

2 welcome wall panels

4 pharmacy signs

Reason: These advertisements are considered to have an acceptable impact in terms of amenity and public safety.

- 2 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.
- 3 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.
- 4 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.
- 5 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.
- 6 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.
- 7 The illuminated signs hereby granted consent shall only be illuminated during the opening hours of the store.
Reason: In the interests of the amenity of the locality.
- 8 The development hereby permitted shall be carried out in accordance with the following approved plans:
CHQ.14.10656 - PL01 Site Location Plan
CHQ.14.10656 - PL02 Existing Site Plan
CHQ.14.10656 - PL03 Existing Elevations
CHQ.14.10656 - PL04 Proposed Site Plan
CHQ.14.10656 - PL05 A Proposed Elevations
CHQ.14.10656 - PL06 A Proposed Totem Location and Details
CHQ.14.10656 - PL07 Proposed Building Signage (As amended by PL05A)
CHQ.14.10656 - PL08 Proposed Building Signage details
Schedule of Proposed Advertisements (As amended by PL05A)
- As restricted by Condition No.1
Reason: - To ensure provision of a satisfactory development.

(B) Refuses Consent for the 2.5m high sky lettering, (sign 2), on the south west elevation for the following reason:

- 9 The proposed sign (sky lettering, sign 2), by reason of its siting, excessive size, height above ground and illumination, would be an unduly obtrusive feature in the locality to the detriment of the visual amenities of the area. It is therefore contrary to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, DM21 of the Havant Borough Publication Local Plan (Allocations) and the National Planning Policy Framework 2012.

In coming to it's decision the Council considered the plans and other documents submitted with your application.

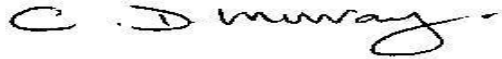
Other Important Information:

- (1) This notice only relates to the decision of Havant Borough Council as Local Planning Authority under the Town and Country Planning (Control of Advertisement Regulations). It does not relate to any other application that may be required under the Town and Country Planning Acts, Building Regulations or under any other Act, Regulation, Byelaw or Order where the Council's approval may be needed.
- (2) Your attention is drawn to the attached information regarding firstly your right to appeal to the Planning Inspectorate, if you are aggrieved by the Council's decision, and secondly the rights of an owner to, in certain circumstances serve a purchase notice on the Council. See www.planningportal.gov.uk/pcs.
- (3) Any failure to adhere to the details of the approved plans, and other documents or to comply with any conditions listed above may lead to action being taken by the Council under the Town and Country Planning (Control of Advertisements) Regulations 1992. If you wish to depart from the approved details or conditions in any way you should contact the Environmental Services at the Civic Offices or by telephoning 023 9244 6581/2.
- (4) In accordance with paragraphs 186 and 187 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:

- You were updated about issues after the initial site visit,

- (5) The signage displayed shall accord with the dimensions on the approved drawings.

A handwritten signature in black ink, appearing to read 'C. D. Murray'.

Mr Chris Murray
Service Manager (Planning Development)

26 August 2014