
Site Address: Sainsbury's Supermarkets Ltd, Petrol Filling Station,
Hambledon Road, Waterloooville

Proposal: Display of 4No. illuminated canopy signs; 1No. illuminated kiosk fascia
sign; 1No. non-illuminated wall mounted 'brand' sign; 3No. non-illuminated 'fill up either
side' sign and 12No. non-illuminated pump number flag signs.

Application No: APP/14/00479 Expiry Date: 03/07/2014

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 currently closed HWRC site and is being used as a base for the Sainsburys contractors constructing a new retail store to the north. Permission exists for the site to be redeveloped to form a new petrol filling station (PFS).

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.

3 Proposal

PFS adverts as included in the description.
The non illuminated signs are simple and informative.
The illuminated one includes applied letters on the kiosk 3m long and 450mm high.
On the roof of the pump canopy four 'free standing' Sainsburys letter signs are proposed 5.685m long by 850mm high. All are orange and internally illuminated.

4 Policy Considerations

National Policies

National Planning Policy Framework 2012

Havant Borough Local Plan (Allocations)

DM21 Shopfronts, signs, Security shutters and Advertisements

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - No record of a response.

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: 9

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: None

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 the impact on amenity and highway safety as set out in the Advertisement Regulations and reinforced by allocations Policy DM21:

- (i) Impact on amenity
- (ii) Highway considerations

- (i) Impact on amenity

- 7.2 The signs are considered appropriate in size, scale and design to relate to their function on the PFS and their location on the entrance to the retail area of Hambledon Road. The approach taken is simple and will not result in clutter and the approach of internally illuminating the letters is considered an acceptable approach. However, as there are residential properties to the west a condition is proposed in respect of the timing of the illumination of the advertisements to minimise impact at night.

- (ii) Highway considerations

- 7.3 It is considered that the approach taken to the design, location and illumination of the signs will not result in a detrimental effect to highway safety. Indeed signs are required to provide notification and information to drivers as they are the users of a PFS.

8 Conclusion

- 8.1 The signs are considered acceptable and meet the requirements of Allocations Plan DM21.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00479 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 advertisements hereby approved shall only be illuminated during the hours of opening of the petrol filling station.
Reason: In the interests of the amenities of the area.