

APPLICATION NO: 13/01767/ADV		OFFICER: Mr Martin Chandler	
DATE REGISTERED: 12th October 2013		DATE OF EXPIRY : 7th December 2013	
WARD: St Pauls		PARISH: NONE	
APPLICANT:	Mr John Henley		
LOCATION:	Car Park, North Place, Cheltenham		
PROPOSAL:	Various illuminated signs to the store and car park		

REPRESENTATIONS

Number of contributors	4
Number of objections	4
Number of representations	0
Number of supporting	0

11 Northfield Terrace
Cheltenham
Gloucestershire
GL50 4JJ

Comments: 5th November 2013

The Morrisons sign seems totally unnecessary and would cause ugly and intrusive visual and light pollution as well. As well as inflicting this unsightly, gargantuan, ugly, disgusting and totally soul-destroying monolith onto us, you now are prepared to flood our properties with light pollution. I am totally against this proposal.

Malvern House
Malvern Road
Cheltenham
Gloucestershire
GL50 2NU

Comments: 5th November 2013

I wish to OBJECT to the signage being proposed on the Monson Avenue side of this development, as it has little commercial purpose, and will interfere with and upset local residents, which include a home for the elderly. Please forward this objection to your website, as I have been unable to gain access.

22 St Pauls Lane
Cheltenham
Gloucestershire
GL50 4AT

Comments: 6th November 2013

The large illuminated external sign is quite unnecessary. It will cause light pollution and interfere with the quiet enjoyment of the homes and gardens of the neighbours.

16 Monson Avenue
Cheltenham
Gloucestershire
GL50 4EN

Comments: 1st November 2013

Please, please do NOT allow an illuminated "M" box sign on the West Elevation of the supermarket development. This will cause unnecessary and intrusive visual and light pollution for the houses and residents on Northfield Terrace, Monson Avenue and in Dowty House. It does not seem to be of any promotional benefit as it faces into a residential area and is not on a main or approach road to the supermarket. During the planning application process, the developer repeatedly claimed that the development would be sympathetic to local residents, for example, by including using "green" walls. A nearly 2-metre illuminated (presumably 24 hours?) sign contradicts these claims and promises.

This is a small concession for the developer which would make a massive difference to the people living on this side of the site.