
Site Address: Sainsburys Supermarkets Ltd, Hambledon Road,
Waterlooville, PO7 7UL
Proposal: Display of 2No. internally illuminated flexface signs; 1No.
non-illuminated wall sign and 1No. non-illuminated welcome board sign.
Application No: APP/21/00896 Expiry Date: 28/09/2021
Applicant: Sainsbury's Supermarkets
Limited
Agent: Alder King Planning Consultants Case Officer: Paige Harvey
Ward: Waterloo

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Sainsburys Supermarkets Ltd, Hambledon Road, Waterlooville, PO7 7UL. The Site is to the back of the car park adjacent to the rear of industrial buildings to the north and is situated in an established purpose built retail park and industrial estate.

2 Planning History

APP/14/00620 - Discharge of Condition No. 2 of Planning Permission APP/13/00655., PERM,24/07/2014
APP/14/00678 - Display of 4No. illuminated 'Sky' lettering signs; 3No. illuminated double sided totem signs; 2No. 'Welcome' panel signs; 4No. 'Pharmacy' signs and 5No. 'Cafe' vinyls., SPL,26/08/2014
APP/14/01108 - Display of 1No. illuminated Sainsburys 'sky' lettering. (Revision to approved position)., PERM,16/12/2014
APP/14/01137 - Discharge of Condition 10 of Planning Permission APP/13/01190., PERM,01/12/2014
APP/14/01251 - Discharge of Condition No 11 of Planning Permission APP/13/01190, PERM,14/07/2015
APP/14/01252 - Display of 1No. illuminated totem sign. (Revised Proposal)., PERM,23/01/2015
APP/14/01268 - Discharge of Condition 12 of Planning Permission APP/13/01190 (Revisions to approved scheme)., PERM,13/01/2015
APP/15/01056 - Installation of hand car wash facility., PERM,04/12/2015
APP/15/01042 - Variation of Condition No. 5 of Planning Permission APP/13/00655 relating to the removal of the handrail and modifications to the crossbeams from the approved plans., PERM,11/11/2015
APP/16/00259 - Construction of a new concession pod at Sainsbury's store., PERM,29/04/2016
APP/16/00260 - Display of 4No. externally illuminated fascia signs and 5No. non-illuminated fascia signs., PERM,29/04/2016

3 Proposal

Display of 2No. internally illuminated flexface signs; 1No. non-illuminated wall sign and 1No. non-illuminated welcome board sign.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough
Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
DM10 (Pollution)

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

Councillor Gwen Robinson
No comment

Councillor Mike Scea
No comment

Councillor Peter Wade
No comment

Hampshire Highways

The luminance levels (<300cd/m²) of the internally illuminated Argos "flexface" signs are within the acceptable luminance levels for an urban environmental zone (600cd/m²). Additionally the updated branding on the other areas of the site have not resulted in a material change to advertisement boards that have previously been approved. Thus the highway Authority provide 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: 25

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments	

Summary:

Comment:

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:

- (i) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The external flex face sign 1 is a replacement sign, in the same place and size of the existing sign so this will stay the same regarding visual impact on surrounding area. The two argos Flexface signs are mounted 5350mm and 3100mm from the ground and have a luminance level of <300cd/m² so will not have an overbearing impact on the local amenity. The external signage is going next to existing signage and is close to the entrance of the supermarket. Its size of 2550 x 2250mm is easy for passers by to see but not overbearing and inkeeping with other signs already on the building.

7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 The Highway Authority were consulted on this application and due to the luminance levels (<300cd/m²) of the signs bring within the acceptable luminance levels for an urban environmental zone the proposed no objections.

(iii) Effect on residential amenity

7.5 The proposal is not in close proximity to any residential properties so will have no impact on residents. There is a residential unit across from the main entrance but a walkway and road come between the two. To the West is the Sainsburys car park with no buildings close by. It is therefore considered that the development is unlikely to have an adverse impact on the units in the surrounding area, meeting the requirements of policy CS16 of the HBLP (Core Strategy).

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/00896 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Existing & Proposed External Sign Rev A
Existing & Proposed Flexface Signs Rev A
Existing & Proposed NW Elevation Rev A
Existing & Proposed SE Elevation Rev A
Site & Location Plan Rev A
Welcome Wall Brand Panel Rev A
2289 - Waterloooville - Externals - Rev A

Reason: - To ensure provision of a satisfactory development.