
Site Address:	Sainsbury's, Hambledon Road, Waterloo		
Proposal:	Display of 1No. illuminated 'Sky' lettering sign.		
Application No:	APP/14/00921	Expiry Date:	06/11/2014
Applicant:	Sainsbury's Supermarkets Ltd	Team:	Team 1
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 one of the new Sainsburys superstore which is now under construction

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.

APP/14/00678 - Various signs as detailed below. Split decision; 2.5m high sign on main roof facing Hambledon Road refused 26/8/14.

4 illuminated sets of Sainsbury's 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).

On the south west elevation 2.5m high sign on the main roof, located over the side entrance (Sign 2).

All are internally illuminated; standard Sainsbury orange.

3 internally illuminated totems located at each end of the Hambledon Road frontage and by the entrance to the customer car park; the highest being 5m and internally illuminated.

5 internally applied vinyls

2 welcome wall panels

Pharmacy signs

3 Proposal

- 3.1 The proposal is for roof lettering - on the atrium above the central entrance on the Hambledon Road frontage identified as sign 2 on the submitted plan. It is a resubmission of the sign refused under the split decision referred to above. The application was originally for 2.5m high lettering but it has been amended to 1.9m high. This height will accord with the height of the 1.9m high lettering also approved under APP/14/00678

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

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

FAO Mr P Marshall, Development Engineer - No adverse comment

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: 23

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: 1

Summary:

Object to the size and scale, positioning and illumination of the lettering.

Sign not necessary as signs have been granted at either end of the building which is more than adequate to advertise the company name.

Sainsburys have not used this size of lettering or positioning on other stores.

The PFS will also display the company name

The signage is not considered appropriate for the area and will affect outlook from adjacent residential property.

Note: Amendments have been received reducing signage to 1.9m in height. As this is a reduction the objector has not been renotified.

7 Planning Considerations

- .1 Having regard to the relevant policies of the development plan and the matters defined for consideration under the Advertisement Regulations it is considered that the main issues arising from this application

- (i) Impact upon Public Safety

(ii) Impact on amenity

(i) Impact upon Public Safety

7.2 The signs are displayed in a way that they are not considered to impact on public safety and the Development Engineer has raised no objection.

(ii) Impact on Amenity

7.3 With respect to the earlier application for the 2.5m high lettering on the main roof the earlier report stated:

2.5m high lettering on the south west facing roof. From a visit to the site the structure of the store has reached a point that the atrium and main roof is erected and the impact of the letters can be assessed. These letters will not be visible from the road in front of the store or the frontage of the retail units opposite (Halfords/Jolleys); nor can they be seen from the main Hambledon Road because of the presence of the retail units and trees between the store and Hambledon Road. It is considered that they will only be seen from the new MDA area being glimpsed between the trees from the new MDA housing area of Berewood and will not be seen clearly until well within the MDA. The signs do not therefore provide a function for providing direction or advertising the presence of the store in its immediate environment. It is considered that the announcement of its presence to the wider area is detrimental to the amenity of wider locality. It is therefore considered that this sign should be refused.

This proposal, as amended, provides for 1.9m high lettering on the lower atrium roof. The size and positioning on the atrium now accords with the size and positioning of the signage lettering on the nw corner of the atrium. The height is also the same as the lettering approved for the south east elevation facing Wellington Retail park. The repositioning on the atrium roof also brings the signage down to a position where it does provide a function of being visible to the public using the store. It will no longer be so visible to the wider area. It is therefore considered that this application as amended is acceptable in street scene terms. With respect to the representation this sign does not directly face a residential property. It faces the retail buildings opposite of Halfords and Jolleys. It is not therefore considered that this sign will be detrimental to residential amenity. In addition a condition is proposed limiting the hours of illumination to that of the opening times of the store. This condition was also imposed on the earlier application for the other signage on the store.

8 **Conclusion**

8.1 The signage is considered acceptable for the argument provided above and with the imposition of the condition limiting the hours of illumination to the opening times of the store.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00921 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 1992
- 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 1992
- 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 1992.
- 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 1992.
- 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 1992.
- 6 The illuminated signage hereby granted consent shall only be illuminated during the opening hours of the store.
Reason: In the interests of the amenity of the locality.
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

Existing Site Plan CHQ.14.10656 - PL02
Existing Elevations CHQ.14.10656 - PL03
Proposed Site Plan CHQ.14.10656 - PL04
Proposed Elevations CHQ.14.10656 - PL05 F
Proposed Building Signage CHQ.14.10656 - PL07 C (Sign 2 only)

Reason: - To ensure provision of a satisfactory development.