
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.

Application No: APP/14/00678 Expiry Date: 26/08/2014

Applicant: Sainsbury's Supermarkets Ltd Team: Team 2

Agent: Miss Broomfield Case Officer: Sally Smith
WYG Planning and
Environment

Ward: Waterloo

Recommendation: **SPLIT DECISION**

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.

3 Proposal

The proposal is for a number of signs - mainly on the building. I have managed to get the signs on the upper and lower roofs amended to be dropped closer to the roof on which they are displayed. In other respects I did not manage to get the size altered although the one facing towards the town centre has been repositioned closer to the frontage of the building. The signs are:

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

4 pharmacy signs

4 Policy Considerations

National Policies
NPPF 2012

Havant Borough Local Plan (Allocations) Adopted Version July 2014
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 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: None

7 Planning Considerations

7.1 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 It is considered that the proposed totems, vinyls, wall panels and pharmacy signs are all appropriate for a retail store of this size and are suitably located. However with respect to the sky letters, all of which are proposed to be internally illuminated, it is considered:

1.9m high lettering on north west/south west corner is on the atrium roof and announces the presence of the store to all approaching vehicles. The sign will be backed by the store behind. This sign is considered acceptable.

850mm sign above the single storey entrance on the south east denotes the main entrance to the store for pedestrians approaching from the town and the retail park. The size and positioning of these letters are considered acceptable.

1.9m high lettering on the roof of the south east elevation. These are considered to be rather large and the view of them from the Wellington Way retail park will be obscured at ground level by the retail buildings of Wellington Way retail units. However, they will be seen clearly from the subway and ramp and Maurepas Way on the town side of the retail park. The sign will thereby be facing the retail and commercial area and promote the store in the direction of the town. This is on balance considered acceptable and will not be detrimental to the amenity of the local area.

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.

8 Conclusion

- 8.1 For the arguments provided in 7.3 above it is considered that the large 2.5m high lettering is unacceptable but that all the other signs are acceptable. A split decision is therefore proposed.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to issue a **SPLIT DECISION** for application APP/14/00678 subject to the following conditions and reason:

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

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

- 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.

- 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.