



Planning Services
South Holland District Council
Council Offices
Priory Road
Spalding
Lincolnshire
PE11 2XE

7 July 2016

Via Planning Portal
let.001.AA.TH.04820655

Dear Sir / Madam

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS (2007)
APPLICATION ON BEHALF OF SAINSBURY'S SUPERMARKETS LIMITED,
HOLLAND MARKET, SPALDING, PE11 1RQ
PLANNING PORTAL REF: PP-05295503**

Please find enclosed an application for full permission for Automatic Number Plate Recognition (herein 'ANPR') Cameras and advertisement consent for illuminated and non-illuminated car park signage, at the existing store in Spalding.

The following documents have been submitted in support of the application:

- Planning application forms and certificates;
- Site Location Plan (Drawing No. LP01);
- Block Plan (Drawing No. BP01);
- Proposed Signage Layout and Details (Drawing No. HS100); and
- Schedule of Advertisement Details.

The planning application fee of £305 made payable to South Holland District Council has been paid via the Planning Portal. The fee is based on the application fee of £110 for advertisement consent and a fee of £195 for the ANPR Cameras.

Site Context

The application site comprises the existing Sainsbury's supermarket and car park, which is surrounded by a mixture of residential and commercial development.

The Proposal

The application seeks consent for the installation of two ANPR cameras and car parking signage.

The ANPR Cameras are located to the north of the site, and are 4m in height. They are located on the same pole as the Variable Message Sign (herein VMS) and are positioned away from any residential properties.

Advertisement consent is also sought, for the following signs;

- 1 No. ANPR Camera Sign (Sign 1);
- 2 No. Entrance Signs (Sign 3);
- 35 No. Terms and Conditions Signs (Sign 4); and
- 8 No. Blue Badge and Parent & Child Signs (Sign 5).

The proposed signs are spread throughout the car park. Sign 1 is illuminated to a maximum brightness of 7440cdm; the brightness of the sign is dependent on the ambient light level. Signs 3, 4 and 5 are not illuminated.

Planning History

Advertisement consent has previously been granted at the site for car parking signage in 2011 (Ref: H16-0501-11); for both illuminated and non-illuminated signage.

Planning Policy

National Planning Policy Framework

The Framework contains a 'presumption in favour' of sustainable development, requiring this golden thread to run through both plan making and decision taking.

Furthermore the Framework includes a number of Core Principles at paragraph 17 which underpin decision taking. Core Principle 4 requires decision makers to:

"Always seek to ensure high quality design and a good standard of amenity for all existing and future occupants of land and buildings."

Paragraph 67 of the Framework sets out how local authorities should consider applications for advertisement consent. It states that:

"Only those advertisements which clearly have an appreciable impact on a building or on their surroundings"

should be subject to the local authority's detailed assessment. Advertisement should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Local Development Plan

The Local Development Plan for South Holland consists of Saved Policies of the Local Plan 2006 and a draft joint Local Plan with Boston Borough Council and Lincolnshire County Council, which is due to be adopted in 2017.

Local Plan 2006 – Saved Policies

Policy SG-1 requires all development to be consistent with the principles of sustainable development, and designed to make a positive contribution to the architectural and visual quality of its surroundings.

Policy SG14 states that a high standard of design takes into account:

"Local Distinctiveness;

The Choice of materials;

The historic pattern of development in the locality;

The relationship of the development to the character, form and scale of existing buildings nearby;

The scale, form and height of the proposed development;

Architectural detailing;

The effect of the development on the amenity of nearby residents in terms of noise, smell, general disturbance, overlooking and loss of light;

The layout of vehicular access, parking and manoeuvring facilities and the provision of facilities for cyclists and pedestrians;

The needs of disabled persons;

The use of sustainable materials and methods of construction;and

Measures to reduce the potential for crime and disorder."

There are no longer any valid policies within the Local Plan 2006 that relate to advertisements and signage.

Planning Analysis

ANPR Cameras

The ANPR cameras are located to the north of the supermarket car park and at the entrance. These are in an appropriate sustainable location which allows for surveillance of vehicle's entering and leaving the site.

The cameras ensure secure parking provision at the site. They are designed to ensure that they are easily identifiable and secure to avoid potential tampering. The cameras are angled towards the ground and are situated away from any residential dwellings. They do not overlook any neighbouring properties.

The cameras are a small and unobtrusive addition to the car park, which do not impact on the character of the surrounding area, or highway safety. They are located within the existing car park and as such do not impact on users of the highway.

Advertisements

In accordance with paragraph 67 of the Framework applications for advertisement consent should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Amenity

The proposed signage is necessary to inform Sainsbury's customers of the parking restrictions in place at the site and that the ANPR Cameras are in use. These signs are necessary and appropriately located to ensure the appropriate use of the car park by users. The size of the advertisements is small and given the context of the site they have limited impact on visual amenity.

Signs 3, 4 and 5 are not illuminated and are viewed within the context of the car park and other approved car park signage. There are no nearby residential properties. The closest residential dwellings are separated from the store by the highway and railway, as well as landscaping along the boundary. The car park signage therefore does not impact on local amenity.

The VMS entrance sign is illuminated to a maximum of 7440cdm. The level of illumination is however, dependent on the ambient light levels, which the sign monitors and adjusts to accordingly. The visible illumination from the sign drops significantly when not viewed at 90 degrees to the sign face.

The level of illumination is considered to be entirely appropriate within the context of the supermarket car park, which is lit during the hours of darkness.

The proposed VMS sign measures 1.155m in height. The sign is located at the entrance to the car park in close proximity to the store; the sign therefore does not impact on neighbouring amenity.

Public safety

The car parking signage has been designed to allow for easy identification of the parking restrictions within the car park, without impacting on road users.

None of the signage contains any moving parts, as such posing no hazard to motorists. The signage is located entirely within the car park boundary and is not a distraction from the highway. Therefore the proposed scheme has no impact on highway safety.

The VMS illuminated sign is located within the car park and therefore also does not impact on highway safety.

Conclusion

The proposal seeks permission for ANPR Cameras and car parking restriction signage. The signage and cameras are necessary to provide safe car parking for users of the store and to inform customers of the car parking restrictions in place.

The cameras have been designed to ensure they cannot be tampered with, and provide security to the site. The ANPR cameras are in accordance with local and national planning policies and therefore should be approved without delay.

The signage does not have a significant adverse impact on local amenity or highway safety in accordance with paragraph 67 of the Framework and therefore should be considered acceptable.

I trust that the enclosed is sufficient for you to register the application. Should you require any further information however, please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Andy Astin', is positioned below the 'Yours faithfully' text.

Andy Astin

Enc: As noted above