



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

13 December 2016

Via Planning Portal
let.001.AA.TH.24530022

Dear Sir / Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS (2007)
APPLICATION ON BEHALF OF SAINSBURY'S SUPERMARKETS LIMITED,
SAINSBURY'S, HOLLAND MARKET, SPALDING, PE11 1RQ
PLANNING PORTAL REF: PP-05682167**

Please find enclosed an application for advertisement consent for illuminated and non-illuminated signage at the existing Sainsbury's supermarket in Spalding.

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

- Planning Application Form;
- Sign Specialists Drawing Pack including Location Plan (drawing ref: 121477/A1 – A4); and
- Block Plan (drawing ref: 24530022/01).

The planning application fee of £110 has been paid to South Holland District Council via the Planning Portal.

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

This proposal seeks advertisement consent for illuminated and non-illuminated signage at the existing store and car park to advertise the Lloyds Pharmacy concession which is being implemented into a number of Sainsbury's stores nationwide.

Planning History

Advertisement consent has been granted at the site for Sainsbury's car parking signage previously. In 2011 an application was approved for both illuminated and non-illuminated signage (Ref: H16-0501-11) and in 2016 an application was approved for non-illuminated signage (ref: H16-0663-16).

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

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

There is already existing Sainsbury's signage at the site; the proposed signage is minimal in scale and will allow Lloyds Pharmacy to advertise their branding at the store.

Signs A and B are located on the existing approved illuminated totems. The proposed signs are small in size and will replace part of the existing Sainsbury's signs. The proposed illumination will not exceed the illumination of the existing signs. They will therefore have limited impact on visual amenity.

Signs C, D and E are also proposed to existing car park signs. The proposed signs are small in scale and are partially replacing existing Sainsbury's signage. They are not illuminated and are necessary to advertise the Lloyds Pharmacy. These signs will have very limited impact on visual amenity.

Sign F is an internally illuminated fascia sign to be located just underneath the existing Sainsbury's fascia sign. The illumination of the sign will not exceed the illumination of the larger Sainsbury's sign and will be static as to not appear obtrusive. Sign F will be a minimal addition to the existing signage scheme and will direct customers towards the new Lloyds Pharmacy. The addition of Sign F will have minimal impact on visual amenity at the site.

Sign G is an aluminium panel sign which is proposed to replace the existing Sainsbury's Café sign next to the welcome sign. As the proposed sign is of the same scale as the existing, and is not illuminated, it will have no detrimental impact upon visual amenity.

Public Safety

The proposed signage allows for identification of the Lloyds pharmacy without causing a distraction to road users.

The signage is located entirely within the boundary of the store and car park. It does not include any moving parts and the illumination is limited to 350 cdm². The proposed signs will not have an impact upon highway safety.

Summary

The proposal seeks advertisement consent for both illuminated and non-illuminated signage at the Sainsbury's store in Spalding. There is already existing signage at the store and car park which has previously been found acceptable, that the proposal is largely replacing.

The signage will not affect visual amenity or have an impact upon 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 'Andrew Astin'.

Andrew Astin

Enc: As noted above