

WINCHESTER CITY COUNCIL
DEVELOPMENT CONTROL COMMITTEE AGENDA 21 December 2006

Winchester City
Council
Planning Department
Development Control

TEAM MANAGER
SIGN OFF SHEET

Committee Decision

Case No:	06/03160/AVC	Valid Date	19 October 2006
W No:	08991/34	Recommendation Date	1 December 2006
Case Officer:	Andrea Swain	8 Week Date	14 December 2006
		Committee date	21 December 2006
Recommendation:	Application Permitted	Decision:	Committee Decision

Proposal: 1 no externally illuminated totem sign

Site: Sainsbury's Supermarkets Ltd Badger Farm Road Winchester Hampshire SO22 4QB

Open Space Y/N	Legal Agreement	S.O.S	Objections	EIA Development	Monitoring Code	Previous Developed Land
N	N	N	Y	N	N	Y

DELEGATED ITEM SIGN OFF		
APPROVE Subject to the condition(s) listed		
	Signature	Date
CASE OFFICER		
TEAM MANAGER		

AMENDED PLANS DATE:- 28 November 2006

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Item No: 04
Case No: 06/03160/AVC / W08991/34
Proposal Description: 1 no externally illuminated totem sign
Address: Sainsbury's Supermarkets Ltd, Badger Farm Road, Winchester,
Hampshire, SO22 4QB
Parish/Ward: Badger Farm
Applicants Name: Sainsbury's Super Markets Ltd
Case Officer: Andrea Swain
Date Valid: 19 October 2006
Site Factors: None.
Recommendation: Application Permitted

General Comments

This application is reported to Committee at the request of Badger Farm Parish Council, whose request is appended in full to this report

Amended plans have been received which show a reduction in height of the sign from 5 m to 4 m. The applicant has agreed to a low level of luminance and to have the sign illuminated during store opening times only.

Site Description

The existing Sainsbury's sign is located on a landscaped verge to the north of the store access road on the main Badger Farm Road at the roundabout with Parliament Place and Meadow Way. The existing site is not illuminated and is 2.2 m in height and 1.2 m in width and advertises the presence of Sainsbury's store only, with white lettering on an orange and blue background. The Sainsbury's store is to the east and at a much lower level. The store is well screened from the main road by mature planting. To the west is the roundabout and access to Parliament Place, a cul-de-sac of modern properties set at a higher level than the roundabout and with views towards the mature planting and beyond. The front of the closest property in Parliament Place is 86 metres away from the existing sign. This part of Badger Farm Road is semi-rural in character by reason of the mature planting on either side of the road. There are a number of essential road and directional signs on the roundabout and road lighting.

Proposal

- The new sign would be 4 metres in height and advertise the Sainsbury's store plus pharmacy, café, clothing, petrol filling station in white lettering against a background of the store's orange colours. The bottom of the sign advertises the Doctor's surgery and Community Centre in white lettering on a blue background. The top of the sign shows a 'Welcome to Badger Farm' logo set on a white background.

Relevant Planning History

- **W08991/01A** Display of two illuminated letter signs - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Permitted - 30/04/1986
- **W08991/02A** Illuminated sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Permitted - 23/03/1987
- **W08991/04A** Illuminated fascia sign - J Sainsbury Plc Badger Farm Road Winchester

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Hampshire SO22 4QB - Application Permitted - 10/09/1987

- **W08991/05A** Entrance sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Permitted - 26/08/1987
- **W08991/06A** Display of internally illuminated shop fascia sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Permitted - 30/11/1987
- **W08991/16/A** (AMENDED DESCRIPTION) One illuminated double sided sign and one illuminated canopy fascia sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Refused - 25/04/1991
- **W08991/17A** Non-illuminated board sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Permitted - 29/05/1991
- **W08991/18A** Illuminated board sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Refused - 01/08/1991
- **W08991/19A** Non-illuminated board sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Permitted - 01/08/1991
- **W08991/20A** Illumination board sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Refused - 29/05/1991
- **W08991/21A** Non-illuminated double sided sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Permitted - 03/11/1991
- **W08991/22A** Non-illuminated canopy fascia sign - J Sainsbury Plc Badger Farm Road Winchester Hampshire SO22 4QB - Application Permitted - 02/07/1991
- **W08991/32A** (AMENDED DESCRIPTION) 2 no: internally-illuminated fascia signs, 1 no: non-illuminated wall-mounted brand wall panel and replacement free-standing two-sided totem sign - J Sainsbury Badger Farm Road Badger Farm Winchester Hants SO22 4QB - Application Permitted - 26/03/2001
- **W08991/35A** Erection of 4 no. pole-mounted non-illuminated banner signs - J Sainsbury Badger Farm Road Badger Farm Winchester Hants SO22 4QB - Application Permitted - 02/07/2001
- **W08991/38A** 5 No: internally illuminated fascia signs, 4 no non-illuminated fuel grade indicator signs and 1 no illuminated totem sign - J Sainsbury Badger Farm Road Badger Farm Winchester Hants SO22 4QB - Application Permitted - 21/09/2001
- **W08991/42A** (AMENDED DESCRIPTION) Non-illuminated wall sign - J Sainsbury Badger Farm Road Badger Farm Winchester Hants SO22 4QB - Application Permitted - 14/09/2001
- **W08991/45A** Various non-illuminated free standing car park signs - J Sainsbury Badger Farm Road Badger Farm Winchester Hants SO22 4QB - Application Permitted - 28/11/2001

Consultations

Engineers: Highways: The new sign will not interfere with the current visibility splays available on the approaches to this roundabout. It is unlikely that the proposals will cause demonstrable harm to users of the adjoining highway.

Representations:

City of Winchester Trust: Objection. It is considered that a sign of this size would be completely inappropriate for a residential area such as this, as the proposed up-lighting would also be. It is more than obvious that those wanting to shop at Sainsbury's already know where it is, and the existing sign is large enough to direct the few that don't know how to find the store.

Olivers Battery Parish Council – Object. The proposed sign will be highly visually intrusive and will not be in keeping with the character of the area.

Badger Farm Parish Council – Request for Committee. Sign is much larger than existing sign

and would be a distraction to motorists on a busy roundabout, especially at night.

5 letters received objecting to the application for the following reasons:

- **Sign would dominate the area**
- **Out of character with the area**
- **Disproportionate increase in size**
- **Bigger sign not required – Sainsbury's easy to find**
- **Increased visual intrusion**
- **Increase in light pollution**
- **Existing light sufficient to illuminate existing sign**
- **Distraction to traffic**

1 letter of objection with 10 signatures

- Impact on visual amenity
- Existing sign satisfactory
- Sign of proposed size not necessary
- The public are aware of the Sainsbury's store

Relevant Planning Policy:

Hampshire County Structure Plan Review:

UB3

Winchester District Local Plan

DP3

PPG 19 Outdoor advertisement control

Planning Considerations

The main issues for consideration are whether the proposed new sign will have an increased impact on the character and amenities of the area; whether the proposed external illumination will have an increased impact on the character and amenities of the area; whether a bigger sign can be justified; and whether the proposal is acceptable in terms of highway safety.

Principle of development

PPG 19 Outdoor advertisement control seeks to ensure advertisements are controlled in the interests of amenity and public safety. In assessing impact on amenity, Local Planning Authorities should have regard to the effect of an advertisement on the visual amenity in the immediate neighbourhood where it is to be displayed. Businesses in the same general location should be encouraged to combine their essential advertising needs so as to avoid a proliferation of advance signs. In assessing public safety the Local Planning Authority is expected to have regard to the effect of the advertisement on the safe use and operation of any form of traffic, and to consider the likely behaviour of vehicle occupants who will see the advertisement, to avoid any possible confusion with other traffic signs or signals.

Policies UB3 and DP3 seek to ensure that all development is appropriate in scale and design to its surroundings, responds positively to the character and appearance of the locality and does not have an unacceptable adverse impact on adjoining land, uses or property.

It is considered that the principle of the new sign is acceptable subject to impact on amenity and public safety. It allows the other facilities on the site (café, doctors' surgery and community centre etc) without the need for a proliferation of signs, in accordance with PPG 19.

Design/layout

The sign has been designed in accordance with Sainsbury's corporate colours. The original

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sign was to be 5 metres in height. However, concern was raised with regard to the height and proposed illumination. Accordingly, the sign has been reduced to 4 metres in height and the proposed level of illumination will be low. The sign will be illuminated during opening hours only.

Impact on character of area and neighbouring property

The proposed sign will be 1.8 metres higher than the existing sign and 1.1 metres wider. The uppermost part of the sign will be on a white background so the increase in the coloured area will only be just over a metre. It is considered that the increase in size is acceptable, given the requirement to create a composite sign advertising all the facilities on the site.

The roundabout is already lit at night. It is considered that the external illumination of the sign at a low level of illuminance will not significantly increase light pollution in an already illuminated area.

The nearest residential property in Parliament Place is 86 metres away from the sign. It is considered that the impact of the additional area of signage and proposed illumination will not be so harmful to the amenities of the residents of Parliament Place to merit the refusal of the application. The sign is read against the existing back drop of trees and will not be detrimental to the character and appearance of the area.

Landscape/Trees

Some of the shrub planting around the existing sign will need to be cut back in order that the bottom part of the sign can be viewed by the public. Sainsbury's have advised that a replacement scheme of planting will be implemented to ensure that the landscaped area in the vicinity is not compromised.

The existing trees to the rear of the sign will not be affected by the new sign.

Highways/Parking

The Highways Officer is satisfied that the proposed sign will not interfere with the current visibility splays available on the approaches to this roundabout. The sign is satisfactory from a highway safety point of view in accordance with PPG 19.

Other Matters

The fact that there is an existing sign and that the public are already aware of the presence of the store is not a material planning consideration in the determination of this application. PPG 19 states that outdoor advertising is essential to commercial activity in a free and diverse economy and recognises that the best way of advertising a number of facilities on a site is by the erection of a composite sign.

Recommendation

Application Permitted subject to the following condition(s):

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 provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

2 No advertisement 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 otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

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Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992.

3 The advertisement hereby approved shall be maintained in a clean, tidy and safe condition to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the provisions of the Town and Country Planning (Control of Advertisement) Regulations 1992.

4 The sign hereby approved shall only be illuminated during the agreed opening hours of the store.

Reason: in the interests of the amenities of the locality.

5 The sign hereby approved shall be externally illuminated with an luminance level of no more than 600 cd/sqm.

Reason: in the interests of the amenities of the locality.

6 No development shall take place until details of soft landscape works have been submitted to and approved in writing by the Local Planning Authority and these works shall be carried out as approved. The scheme shall specify species, density, size and layout. The scheme approved shall be carried out in the first planting season following the erection of the sign. If within a period of 5 years from the date of planting, any shrubs or plants die, are removed or, in the opinion of the Local Planning Authority, become seriously damaged or defective, others of the same species and size as that originally planted shall be planted at the same place, in the next planting season, unless the Local Planning Authority give its written consent to any variation.

Reason: To improve the appearance of the site in the interests of visual amenity.

7 The existing non-illuminated board sign measuring _ m by _ m and located on the grass verge between Meadow Way and the access road to Sainsbury's store shall be removed prior to the erection of the totem sign hereby approved.

Reason: in the interests of the amenities of the locality.

Informatives:

This permission is granted for the following reasons:

The development is in accordance with the Policies and Proposals of the Development Plan set out below, and other material considerations do not have sufficient weight to justify a refusal of the application. In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning permission should therefore be granted.

The Local Planning Authority has taken account of the following development plan policies:-

Hampshire County Structure Plan Review: UB3

Winchester District Local Plan: DP3