

Our Ref: SD/GM/97111

20 November 2023



East Hampshire District Council
Penns Place
Petersfield
Hampshire
GU31 4EX

Dear Sir/Madam

SAINSBURY'S SUPERMARKET LIMITED
SAINSBURY'S, MIDHURST, LIPHOOK GU30 7TW
APPLICATION FOR PLANNING PERMISSION AND ADVERTISEMENT CONSENT FOR THE
CONSTRUCTION OF A NEW RETAIL CONCESSION POD WITH ASSOCIATED SIGNAGE
PLANNING PORTAL REFERENCE: PP-12600145

Introduction

Please find enclosed on behalf of our client, Sainsbury's Supermarkets Ltd, an application for planning permission and advertisement consent for the construction of a new retail concession pod with associated signage at the Sainsbury's Liphook Superstore car park.

The Proposal

Planning permission is sought for the erection of a small retail concession pod in the car park near a pedestrian crossing that leads to the Sainsbury's store. The area is currently occupied by four car parking spaces and is located to the south of the foodstore building. The concession pod will have a gross internal floor space of approximately 15sqm and will comprise of a customer counter and waiting area with the staff working in the area behind the counter.

The addition of a Timpson's concession pod at the foodstore will provide ancillary facilities for existing customers, enabling them to access dry cleaning, key cutting, engraving, and watch repair services whilst shopping at the store. Similar service concession facilities are well established in similar foodstores across the UK.

Advertisement consent is also sought for the signage associated with the concession pod. Consent is sought for the display of the following signs:

3no. Facia signs; and
10no. Wall signs.

Full details of the location, size, colour and materials of the proposed advertisements can be found on the submitted drawings and within the attached schedule of proposed advertisements.

/Cont'd...



East Hampshire District Council

Site

The site is based within the car park of the Sainsbury's store. The wider site comprises of the food store to the north of the site. There is also a service yard to the northwest as well as a petrol filling station to the west. Access to the store can be gained from Midhurst Way to the south. Beyond the store is a residential neighbourhood.

The site is in flood zone 1 as defined by the Environment Agency.

The site is not located within a conservation area or in the setting of one. There are no nationally or local listed buildings located close to the site.

Planning Policy

Paragraph 81 of the National Planning Policy Framework 2023 (NPPF) states that decisions should be made in order to support economic growth and productivity, especially when it comes to addressing the challenges of the future. It continues by saying how it is particularly important to counter weaknesses in the economy as demand changes to prevent the economy suffering. Paragraph 136 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

The policies of relevance for this application come from the East Hampshire District: Joint Core Strategy (2014).

Policy CP8 of The Joint Core Strategy notes that Liphook is District Centre. Proposals to be located in District Centres should be in keeping with other retail development in the area. Proposals should enhance the range of goods available and not harm the shopping function of the centre as well as being accessible by bike and on foot. Policy CP27 relates to pollution, whereby all developments should not affect the amenity of the community. Light pollution should be illuminated to the necessary levels to ensure that any light spill and glare is minimised. Policy CP29 mentions design, whereby designs should respect the characteristics of the site surroundings. The layout and design should contribute towards a sense of place by its height, massing scale and size.

The Joint Core Strategy do not have any policies relating to advertisements.

Planning Considerations

The location, scale and design of the concession pod ensures that there will be no adverse harm to the visual amenity or character of the surrounding area. The pod is located in an established commercial area and will primarily be for the use of existing customers of the store.

The pod will provide complementary services to the main function of the site as a foodstore. It is unlikely to act as a destination in its own right. There is not another Timpson store in the Liphook area or even a store that has products and services that the proposed Timpson pod will have. As such the proposal will not be competing with an existing store that provides similar services. Timpson pods such as this operate successfully within many supermarket car parks across the country. The proposed pod is designed for pass-by trade associated with the store customers and will appeal to wide customer base, including many who only visit for the Sainsbury's store.

/Cont'd...

East Hampshire District Council

The proposed pod can only be located within the car park of the store as its operation is locality specific since the business model for the operation is associated with the supermarket trade. The pod is only 15sq m in terms of floorspace and is easily accessible by those already visiting the supermarket. The Council states that the sequential test only needs to be applied when the floor space of the proposal goes over 500sqm. The purpose of the threshold is to acknowledge that development below it is so small that it could not conceivably bring about a *significantly adverse impact* on the vitality and viability of town centres. As such, at only 15sqm, it must be accepted that the proposed Timpson pod is of such a diminutive size that it could not cause an impact on the vitality and viability of Liphook town centre.

This site is appropriate to locate a facility whose business model relies on co-location with a supermarket as it is the only supermarket of this size in Liphook. As such, even if there are very small retail units available in the town centre, these would not be suitable for the proposed occupation of this supermarket format Timpson pod development, since none are co-located with the Sainsbury's supermarket trade.

The pod is proposed to be located on space currently occupied by four car parking spaces. The loss of spaces will have a negligible impact on the availability of parking spaces for those who are accessing the Sainsbury's store. The removal of the car parking spaces will not materially impact on the successful operation of the store car park, meaning there will not be any highway issues generated by this proposal. Furthermore, the site is sustainably located and easily accessible by other modes of transport.

The pod has been designed to fit well into the proposed site and not be overly dominate to the surroundings. Given the ancillary nature of the proposed pod and its location, size and scale, it is considered that this proposal is appropriate for this location and, therefore, is acceptable.

In line with the guidance contained within national planning policy, the proposed advertisements must be considered in the interests of amenity and public safety. With regards to amenity, the size, nature and design of the advertisements is consistent with the scale and function of the retail pod and the nearby foodstore.

The advertisements will not have an appreciable impact on the proposed pod unit or the existing Sainsbury's store. Additionally, there will be no material harm in terms of highway or public safety. As such, the advertisements are considered to be acceptable and in accordance with national policy guidance.

/Cont'd...

20 November 2023

-4-



East Hampshire District Council

Application Submission

Please find enclosed the following in addition to this letter:

- Completed Application Form;
- Schedule of Advertisements;
- The following drawings/plans:
 - Site Location Plan (drawing no. SK-A-9190)
 - Existing Site Plan (drawing no. SK-A-9191)
 - Proposed Site Plan (drawing no. SK-A-9192)
 - Existing / Proposed Detailed Plans (drawing no. SK-A-9193)
 - Timpson Pod Proposed Timpson Pod (drawing no. SK-A-9111)

Additionally, we will arrange payment to East Hampshire District Council for the cost of £366 to cover the cost of the planning and advertisement application.

We trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact us.

Yours faithfully,

