
Site Address:	Tesco Stores Ltd, Solent Road, Havant, PO9 1TR		
Proposal:	Display of 1No. illuminated box fascia sign and 1No. non-illuminated fascia sign.		
Application No:	APP/14/00602	Expiry Date:	01/08/2014
Applicant:	Mr T Green	Team:	Team 1
	Harris & Hoole		
Agent:	Miss G Heta	Case Officer:	Sally Smith
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is the large retail store of Tesco's, Solent Road. The elevations concerned are the northern and western ones.

2 Planning History

Advertisement applications 09/58840/ 036 to 09/58840/040 relate to the current signage and were all permitted.

3 Proposal

- 3.1 The proposal is for two signs; one is a vinyl sign above the entrance to the car park . It is 1200mm by 6000mm and is proposed centrally under the upper windows. It includes white and yellow lettering on a black background. The proposal has been amended from the original submission that was a lot larger.
- 3.2 The other sign is at a high level on the frontage and fits two glazing panels. It measures 1280mm by 5820mm and is an internally illuminated panel - with illumination through the letters only. The colour are as on the other sign.

4 Policy Considerations

National Policies

NPPF 12

Core Strategies 2011 forming part of the HBLDF

Havant Borough Local Plan (Allocations)

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 objection subject to illumination condition.

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: 14

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 Advertisement Regulations it is considered that the main issues arising from this application are:

- (i) Impact on amenity
- (ii) Impact on public safety

(i) Impact on amenity

7.2 The signs, as amended, are considered to relate to the character and scale of the building and in view of the scale of the building will not result in clutter alongside the large Tesco lettering. Only one sign is illuminated and that is internally which accords with the preference of policy DM21.4. The lighting of the frontage sign will be seen against the internal lighting of the store behind as the sign is on window panels. It is not therefore considered that the signs will be detrimental to the amenity of the locality. It is proposed to include a condition that the illuminated sign is turned off when the store is not open.

(ii) Impact on public safety

7.3 The Dev Engineer does not object subject to a standard lighting condition. It will be a requirement that the display accords with the information submitted, which includes illumination information. In addition it will be required that the sign is not illuminated once the store is closed. The lettering is simple and should not cause distraction to drivers. It is not therefore considered that the signs will be contrary to DM21.3.

8 Conclusion

8.1 The signs are considered acceptable under the provisions of the Advertisement Regulations and policy DM21..

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00602 subject to the following 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 provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 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.
- 3 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.
- 4 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.
- 5 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.
- 6 The illuminated advertisement hereby approved shall only be illuminated during the opening hours of the store.
Reason: In the interests of the amenity of the locality and public safety.