
Site Address: Tesco Stores Ltd, Solent Road, Havant, PO9 1TR
Proposal: Display of 4No illuminated 'sky' lettering signs, 3 of which are to be cleaned, repainted & relamped; 2No illuminated 'opening hours' blip signs, 3No non-illuminated 'opening hours' blip signs; 2No new entrance portals; 2No 'hello' fret lettering signs; 4No wall mounted directional signs and 6No double sided vinyl signs.
Application No: APP/14/00656 Expiry Date: 28/08/2014
Applicant: Tesco Stores LTD Team: Team 1
Agent: Saunders Partnership Case Officer: Sally Smith
Ward: St Faiths

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

1.1 The site is the Tesco building in Solent Road.

2 Planning History

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

Current applications:

APP/14/00660 - A package of signs for the Tesco site (apart from on the building)

APP/14/00661 - Refresh of the signage for the PFS.

3 Proposal

Display of 4No illuminated 'sky' lettering signs of which 3 are existing which are to be cleaned, repainted & relamped; 2No illuminated 'opening hours' blip signs, 3No non-illuminated 'opening hours' blip signs; 2No new entrance portals; 2No 'hello' fret lettering signs; 4No wall mounted directional signs and 6No double sided vinyl signs.

4 Policy Considerations

National Policies

NPPF 12

Town and Country Planning (Advertisement) Regulations

Core Strategies 2011 forming part of the HBLDF

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) Adopted Version July 2014

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 adverse comment

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: 19

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: None

7 Planning Considerations

7.1 The matters to be considered for advertisements, as defined by the Advertisement Regulations, relate only to the impact on public safety and amenity.

(i) Effect on public safety

7.2 The Development Engineer has no objection. The scheme cleans and upgrades the large illuminated lettering, TE1, TE3 and TE4 and introduces some new signage both illuminated and non illuminated which includes details of opening hours. The scheme still remains quite simple in the information displayed and should not distract drivers.

(ii) Effect on amenity

7.3 The large signs TE1, TE3 and TE4 are already being displayed as are the 'Every Little helps' logo. The changes are the illuminated opening hours blips (BL2) and the non illuminated opening hours blips (BL1). The illuminated ones are on the panels on the side(west) and the side (east) and are illuminated by down lighters. The other change is TE2 which will be externally illuminated letters applied to the building. Otherwise the change in vinyls are essentially an upgrade of the existing signage. It is considered that these signs relate acceptably to the scale of the building, its function and location within a commercial area. It is considered that the changes proposed will not be detrimental to amenity.

8 Conclusion

8.1 The signs are considered acceptable.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00656 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 No part of the advertisements shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area.
- 7 The advertisements shall only be illuminated during the opening hours of the store.
Reason: In the interests of the amenities of the area.
- 8 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application form
Site Location Plan 7295_PL04
Site Plan 7295_PL05
Proposed Building Signage 7295_PL01 Rev A
Planning Statement

Reason: - To ensure provision of a satisfactory development.