
Site Address: 28 Station Road, Hayling Island, PO11 0EG
Proposal: Display of 2No. illuminated fascia signs; 1No. set of vinyl lettering applied to fascia; 1No. illuminated projecting sign; 1No. illuminated gantry sign; 1No. illuminated ATM surround, and internally applied glazing vinyl.
Application No: APP/13/00788 Expiry Date: 03/10/2013
Applicant: Tesco Stores Limited Team: Team 2
Agent: Mr Ashenden Case Officer: Aaron Wright
 Norden Draughting Limited
Ward: Hayling West

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

28 Station Road is currently occupied by a Tesco Express Store. The store fronts directly onto Station Road with a customer car park to the north and serving yard to the rear. There are residential properties and commercial units situated within the immediate location.

2 Planning History

03/68697/002

Retention of refrigeration plant coated in brick effect vinyl finish, (for Tesco Express).
Permit 15/04/04

03/68697/001

New sliding doors to front (south east) elevation. Permission 13/10/03

96/50030/010

Outline application for the construction of a food retail store and associated parking with access from Station Road. Permission 03/04/97

3 Proposal

The application is for the display of 2No. illuminated fascia signs; 1No. set of vinyl lettering applied to fascia; 1No. illuminated projecting sign; 1No. illuminated gantry sign; 1No. illuminated ATM surround, and internally applied glazing vinyl.

4 Policy Considerations

National Policies

National Planning Policy Framework

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer

No 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: 12

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual Amenity
- (ii) Residential Amenity
- (iii) Highway Safety

- (i) Visual amenity

The proposed signage is considered to be of a scale and appearance that is appropriate to the commercial nature of the site, in keeping with the surrounding area and would be unlikely to appear out of character within the streetscene. It is further considered that the new signage will update the appearance of the store.

- (ii) Residential Amenity

It is considered that the signage will not cause an unacceptable degree of detriment to the amenities of the adjacent residential dwellings. The signs would replace several existing signs at the site.

- (iii) Highway safety

The proposed signage replaces existing signage and the proposal is unlikely to distract users of the adjacent highway.

8 Conclusion

The proposed advertisement signage is considered to be of a scale and appearance that is appropriate to the commercial nature of the site, in keeping with the surrounding area and would be unlikely to appear out of character within the streetscene. It would be unlikely to distract users of the adjacent highway and would not adversely affect residential amenity. The recommendation is permission subject to conditions.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00788 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 1992
- 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 1992
- 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 1992.
- 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 1992.
- 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 1992.
- 6 The intensity of illumination shall not exceed 200 candelas per m2.
Reason: In the interests of the amenities of the area.
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan

Existing Elevations (Drawing No.2609)

Existing Site Layout Plan (Drawing No.2609)

Proposed Signage Elevation (Drawing No.2609ELE2A)

Reason: - To ensure provision of a satisfactory development.