
Site Address:	179 London Road, Waterloooville, PO7 7RJ		
Proposal:	Display of 2No. illuminated fascia signs and 1No. illuminated projecting sign.		
Application No:	APP/13/00845	Expiry Date:	22/10/2013
Applicant:	Tesco Stores Limited	Team:	Team 2
Agent:	Hutchinson	Case Officer:	Aaron Wright
	GL Hearn		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located on the corner junction of Rowlands Avenue and London Road, Waterloooville. The site is within the defined urban area of Waterloooville, approximately 400m from the town centre.
- 1.2 Planning permission has been granted for the demolition of the existing car showroom and workshop and erection of a two storey A1 food retail unit and associated car parking. The application proposes a net sales area of 220sqm of A1 food retail use over two storeys. The upper floor would include ancillary storage and plant.

2 Planning History

APP/11/01433

Demolition of existing car showroom and workshop. Erection of two storey A1 food retail unit with associated car parking. Permission 17/01/12

3 Proposal

- 3.1 The application is for the display of 2No. illuminated fascia signs and 1No. illuminated projecting sign. The fascia signs will be located on the eastern facing elevation (frontage) and the northern facing elevation (side). A projecting sign will be located on the right hand side of the frontage as you view the store.
- 3.2 The signage on the frontage will display the Tesco Express branding and opening hours in red and white lettering against a dark background. The lettering will be no more than 50cm in height. The fascia panel is 0.8m high and extends approximately half way along the entire frontage.
- 3.3 The projecting sign is located on the frontage elevation adjacent to the proposed ATM pod (subject to a separate application). The projecting sign will be internally illuminated (letter only) and will display the Tesco Express logo in red and white lettering on a dark blue background. The projecting sign is 0.65m high by 0.8m wide with a depth of 0.1m.

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: 9

Number of site notices: 0
Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 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 nature of the site, in keeping with the surrounding area and would be unlikely to appear out of character within the streetscene.

(ii) Residential Amenity

It is not considered that the signage will cause an unacceptable degree of detriment to the amenities of the adjacent residential dwellings.

(iii) Highway safety

The proposed signage is unlikely to distract users of the adjacent highway and is therefore considered acceptable .

8 Conclusion

The proposed advertisement signage is considered to be of a scale and appearance

that is appropriate to the 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/13/00845 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 110 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:

Site Location Plan (Drawing No. 111219/AP01)
Proposed Site Plan (Drawing No. 111219/AP02)
Proposed Signage Elevations 1 of 2 (Drawing No.111219/AP06)
Proposed Signage Elevations 2 of 2 (Drawing No.111219/AP07)
Proposed Elevations (Drawing No.10-1753-102 P2)

Reason: - To ensure provision of a satisfactory development.