
Site Address:	179 London Road, Waterloooville, PO7 7RJ		
Proposal:	Display of 1No. illuminated freestanding gantry sign.		
Application No:	APP/13/00844	Expiry Date:	18/10/2013
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 1 No. illuminated freestanding gantry sign to be displayed in the forecourt of the retail store. The sign will be externally illuminated. It is proposed that the illumination of the sign will not exceed 110cd/sqm. The signs will display the Tesco Express logo in red and white text against a dark blue background. It would be 3.2m in height and 1.25m in width.

4 Policy Considerations

National Policies

National Planning Policy Framework

Core Strategies 2011 forming part of the HBLDF

CS16 (High Quality Design)

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: 1 (Requesting further information).

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 sign 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.

(ii) Residential Amenity

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

(iii) Highway safety

The proposed sign 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 commercial nature of the site, in keeping with the surrounding area and would be unlikely to appear out of character within the streetscene. The signage 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/13/00844 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 Site Signage Plan (Drawing No. 111219/AP05)
Proposed Elevations (Drawing No.10-1753-02 P2)

Reason: - To ensure provision of a satisfactory development.