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22 August 2013

Dear Ms Wright

Town and Country Planning Act 1990

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Site: 179 London Road, Waterloooville, PO7 7RJ

Application for Advertisement Consent to Display 2 Internally Illuminated Fascia Signs and 1 Internally Illuminated Projecting Sign

On behalf of our clients Tesco Stores Limited, we are pleased to enclose an application for advertisement consent at the above site. The application consists of the following:

- Advertisement Consent Application Forms
- Site Location Plan – (Inspire Design 111219 / AP01)
- Approved (Existing) Plan – (PLC Architects 10-1753-101 P3)
- Approved (Existing) Elevations – (PLC Architects - 10-1753-102 P2)
- Proposed Site Plan – (Inspire Architects 111219 / AP02)
- Proposed Signage Elevations 1 of 2 – (Inspire Design 111219 / AP06)
- Proposed Signage Elevations 2 of 2 - (Inspire Design 111219 / AP07)
- Planning Application Fee Cheque (£110)

Background

Planning permission for *"Demolition of existing car showroom and workshop. Erection of two storey A1 food retail unit with associated car parking"* (LPA ref. APP/11/01433) was granted on the 17 January 2012.

Condition 2 (materials), Condition 3 (landscaping), Condition 4 (hardsurfaced materials), Condition 5 (site clearance plan), Condition 6 (materials storage compound), Condition 7 (external lighting), Condition 13 (construction noise) have been submitted to, and subsequently discharged by, the local planning authority.

Condition 7 (shopfront details), Condition 10 (delivery strategy) and Condition 17 (plant noise) are submitted by Tesco Stores Limited in parallel with this application and an application for ATM.

Proposal

This application seeks advertisement consent for the display of two internally illuminated (lettering only) fascia level signs and one internally illuminated projecting sign.



Figure 1 – Proposed Frontage Advertisement Elevation

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).

The signage on the frontage will display the Tesco Express branding and opening hours in red and white lettering against a dark blue background. The lettering will be no more than 50cm in height. The fascia panel is 0.8m high and extends along the entire frontage.

On the side elevation the fascia will also display the Tesco Express branding in red and white lettering against a dark blue background and opening hours in white lettering against a dark blue 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 elevation.

The projecting sign is located on the frontage elevation adjacent to the proposed ATM pod (subject of 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.

Relevant Planning Policy

The advertisement consent is submitted in accordance with the requirements of the Town & Country Planning (Control of Advertisements) Regulations 2007 adopted 6 April 2007.

Paragraph 67 of the NPPF provides guidance on the display of advertisements. It states *"control over outdoor advertisement should be efficient, effective and simple in concept and operation. Only those advertisements which would clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts"*.

There are no policies in the Development Plan which provides specific guidance on the display of advertisements. Accordingly, only the above guidance should be taken into account when determining these applications.

Planning Considerations

In accordance with Regulation 3 of The Town & Country (Control of Advertisements) Regulations 2007, advertisements are subject only to control in the interests of 'amenity' and 'public safety'.

The development provides a fully compliant design solution for advertisements within this location. The signage would neither dominate over nor compete with the main building by virtue of their size and the combined visual impact would not be read as an over proliferation of activity. This view of subservience is reinforced further when compared against the bulk of the building on which the advertisements will sit.

The fascia signs are individually and collectively commensurate to the size of the building and appear proportionate to the immediate surroundings. As such, the proposed advertisement design would positively contribute to the identity of the building which has an approved retail function.

From an impact point of view, the internally illuminated signage will result in a negligible impact on the amenity of any residential properties nearby or upon the highway in terms of safety.

The development meets the requirements of national, regional and local policy by providing a sympathetic and proportionate form of development that would not appear incongruous within the context of the site and would not adversely impact upon the accessibility, character or identity of the shop or the area.

For the reasons set out in this letter, it is respectfully requested that advertisement consent is granted. Please do not hesitate to contact me if you have any queries or require any further information.

Yours sincerely



Garry Hutchinson

Senior Planner

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