

**P/17/0869/AD**

**WARSASH**

TESCO STORES LTD

AGENT: PEOPLE AND SPACE

1 ILLUMINATED SIGN AND 8 NON-ILLUMINATED SIGNS

252 WARSASH ROAD - TESCO EXPRESS WARSASH SOUTHAMPTON SO319NZ.

***Report By***

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***Amendments***

This application relates to the updating of signs at the existing Tesco Express on Warsash Road as well as the addition of more signs.

***Site Description***

The application site is a single storey food store (operated by Tesco) on the south side of Warsash Road.

***Description of Proposal***

Advertisement Consent is sought to display one illuminated and 8 non illuminated signs.

- Two of the signs are new fascia signs on the shop front one of which will have internally illuminated lettering.
- One sign is a totem sign which is to replace the current totem sign and will be non-illuminated.
- Three signs are car park signs (two identifying that the spaces are for customer use only and to be respectful of the site neighbours when leaving and the third sign is to mark the disabled parking space)
- All other signs are non-illuminated vinyl or banner signs identifying in-store produce or promotions.

It is noted that the scheme is broadly similar in nature to the consent granted under reference P/15/0021/AD with some changes to the totem design and some alterations to the car park signs and sign locations to those now proposed. P/15/0021/AD was granted consent under delegated authority.

***Policies***

The following guidance and policies apply to this application:

National Planning Policy Framework (NPPF)

**Approved Fareham Borough Core Strategy**

CS17 - High Quality Design

**Development Sites and Policies**

DSP2 - Environmental Impact

DSP3 - Impact on living conditions

### ***Relevant Planning History***

The following Planning History is considered to be relevant:

<b><u>P/15/0021/AD</u></b>	<b>REPLACE ONE ILLUMINATED AND TWO NON-ILLUMINATED FASCIA SIGNS ON THE FRONT ELEVATION, PROMOTIONAL BANNER, TOTEM SIGN AND TWO WALL MOUNTED CAR PARK SIGNS</b>	APPROVE	02/03/2015
<b><u>P/06/1275/AD</u></b>	<b>Display of Non Illuminated Sign above Automatic Teller Machine</b>	CONSENT 5 YEARS	02/11/2006
<b><u>P/04/0401/AD</u></b>	<b>Display of Various Internally Illuminated Signs</b>	CONSENT 5 YEARS	06/05/2004
<b><u>P/03/0569/AD</u></b>	<b>Display of Various internally illuminated Signs</b>	PART CONSENT 5 YEARS	18/06/2003
<b><u>P/02/0418/AD</u></b>	<b>Display of One Illuminated Pole Sign</b>	WITHDRAWN	16/05/2002
<b><u>P/02/0419/FP</u></b>	<b>Installation of Two External Refrigeration Condensors</b>	WITHDRAWN	20/09/2002

### ***Representations***

Ten letters of representation have been received and a petition with 18 signatures. This includes ten letters of objection received from seven households. The objections are made on the following grounds:

- Light pollution and impacts upon bedroom windows of neighbouring properties
- Additional signs in village location
- Highway Safety
- Shop already busy, no need to draw further attention to it
- Traffic disruption
- No need for illumination of signs and there is a history of illuminated signs that have been unacceptable at this site.

### ***Consultations***

INTERNAL CONSULTEES:

Highways: No objection is raised to this application.

### ***Planning Considerations - Key Issues***

The key considerations for an application for Advertisement Consent are the impacts on

Public Amenity and the implications of the advertisements on Public Safety as per Regulation 3 of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

#### AMENITY:

In assessing an advertisement's impact upon amenity, the NPPF (para 67) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Therefore the relevant considerations for this application are the local characteristics of the neighbourhood including historic and architectural features which contribute to the distinctive character of the locality.

There is no criteria based policy within the development plan that specifically deals with advertisement proposals. As such the most pertinent policy is CS17 which seeks to ensure that development proposals respond positively to and are respectful of the key characteristics of the area. Policies DSP2 and DSP3 of the Local Plan Part 2 are also of some relevance when considering impacts upon neighboring properties.

Many of the proposed signs are replacement signs with updated corporate imaging and branding for the applicant. The additional signs are mainly for the purpose of advertisement of instore produce and are on the shop front or at the side boundaries of the site. The proposed fascia signs are of a much darker blue colour than the existing white fascia. It is noted that on the shop front fascia only the lettering over the store entrance is to be internally illuminated rather than the downward strip lighting along the majority of the existing white fascia.

The internal illumination extends only to the new lettering on the fascia above the store entrance. The submitted details indicate that this illumination would be no greater than 300 candella per square metre. It is noted that this level of luminance on the front fascia was considered acceptable for the Consent issued in 2015 under reference P/15/0021/AD. It is also noted that the same Consent granted in 2015 limited the hours of illumination to this illuminated sign to between 0600 and 2200 only.

It is considered that the reduction in extent of illumination along the length of the fascia and the change in fascia colour would not have a demonstrably harmful impact upon the visual amenity of the area or the shop front. Furthermore the re-imposition of the condition from P/15/0021/AD limiting the hours of illumination is also appropriate given the residential context of the store.

The totem sign at the entrance to the site is not proposed to change in location but just in design and colour. Third party comments have indicated that there is planning history of illuminated signs being unacceptable in this location. The receipt of amended plans mean that the new totem sign will continue to remain non-illuminated. The omission of illumination to the totem sign is welcomed and would result in a new sign that would not have a demonstrably harmful impact upon the visual amenity of the area or the shop front.

The proposed additional signage is going to be on the shop front and at the sides of the site and will be non-illuminated.

It is considered that there will be no significant additional impact on the living conditions of the neighbouring properties. This conclusion is reached given that the level of illumination over the shop front entrance has previously been found to be acceptable in this location (as

per P/15/0021/AD), it is proposed to include a condition limiting the hours of illumination (as per P/15/0021/AD) and the fact that all other signs are to be non-illuminated.

The Town and Country Planning (Control of Advertisements)(England) Regulations 2007 (The Regulations) state that "amenity" includes both visual and aural amenity. Therefore as well as visual amenity, the noise generated by advertisements should be considered. The proposed signage would not generate any noise and is therefore considered to have no significant detrimental impact upon aural amenity.

#### PUBLIC SAFETY:

The proposed totem sign is in the same location as the existing sign and the extent of information upon the sign is considered to be acceptable without being a distraction to drivers. As described above the totem sign is now proposed as a non-illuminated sign. The Transport Officer has raised no highway objection such that the proposal is not considered to result in any highway safety issues.

The Regulations also state that 'Public Safety' is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed camera and security camera by advertisements is now included. It is considered that the proposed signage has no impact upon any such equipment.

#### OTHER MATTERS:

Third party comments have referred to ongoing work at the store and deliveries at the site during unsociable hours. These matters are not material to the assessment of an application for Advertisement Consent.

#### CONCLUSION:

The proposal is considered to be acceptable without harm to the visual amenity of the area and in turn the character of the area or the amenity of neighbouring dwellings. There are no public safety implications as a result of the proposal. The application complies with the development plan policies CS17 and DSP3 and as such is recommended that Consent be granted.

#### ***Recommendation***

ADVERTISEMENT CONSENT subject to Standard Advertisement Conditions:

(i) 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.

(ii) No advertisement shall be sited or displayed so as to -

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(iii) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

- (iv) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (v) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Additional Conditions:

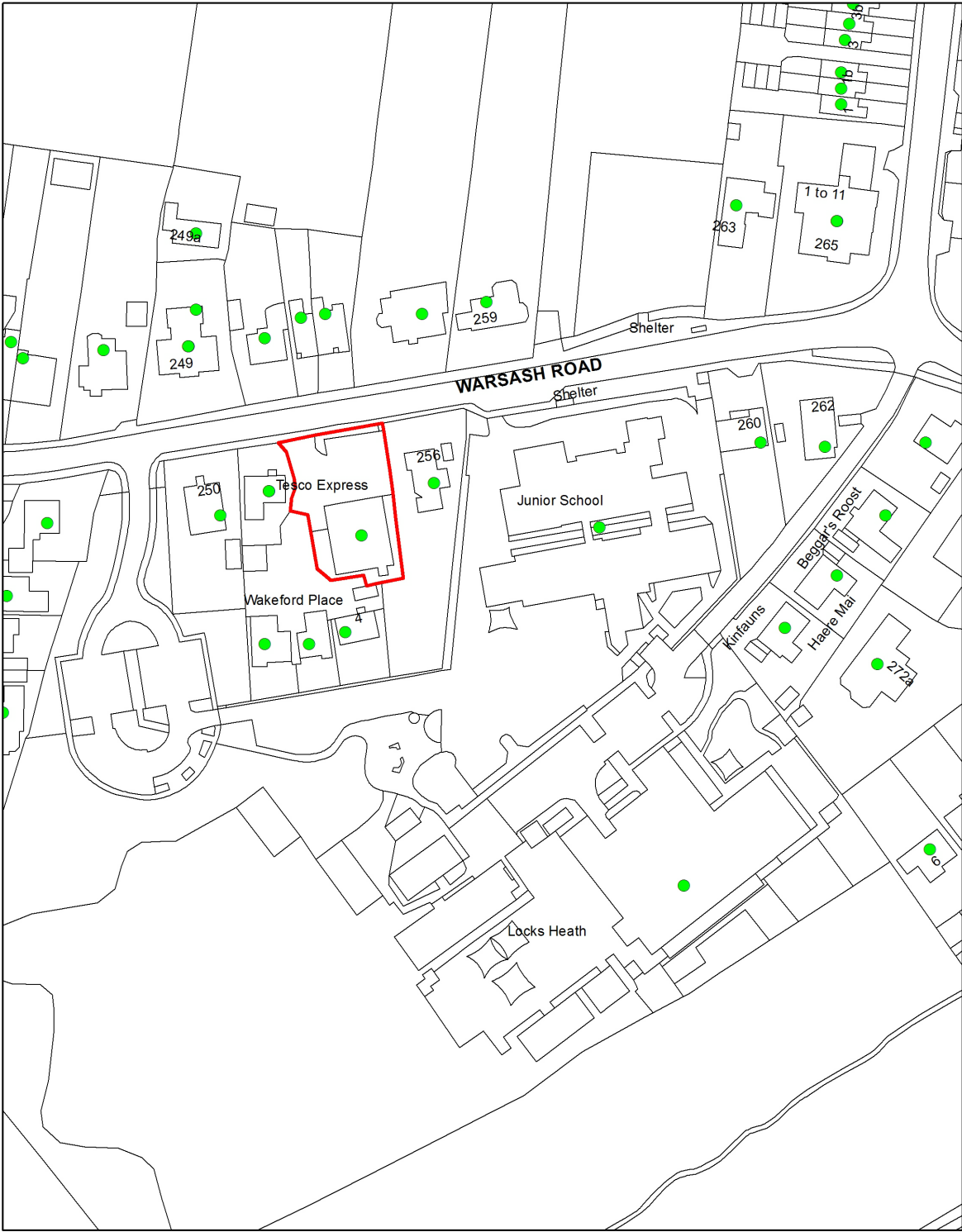
- 1) The fascia advertisement identified as "sign 2" on drawing B2/623\_03 hereby approved shall only be illuminated between the hours of 06:00 and 22:00.  
Reason: In the interest of the visual amenity of the area.

***Background Papers***

See 'Relevant Planning History' above

# FAREHAM

BOROUGH COUNCIL



252 Warsash Road - Tesco Express  
Scale 1:2500



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