

4.4 - 17/03889/ADV

Date expired 9 February 2018

Proposal:

3 x aluminium fascia signs internally illuminated. (1, 2 and 3). 2 x aluminium panels with full gloss laminated digital graphic (4 and 5).

Location:

Tesco Superstore, Aisher Way, Riverhead TN13 2QS

Ward(s):

Dunton Green & Riverhead

#### **ITEM FOR DECISION**

This application has been referred to Development Control Committee by Councillor Brown on the grounds that the proposal would potentially lead to the additional loss of visual amenity and further light pollution.

**RECOMMENDATION:** That planning permission be GRANTED subject to the following conditions:-

1) 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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

2) 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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

3) 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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

4) 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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

5) 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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety.

6) The intensity of the illumination shall not exceed 800 candelas /m<sup>2</sup>

To safeguard the visual amenity of the area as supported by Policy EN1 of the Sevenoaks Allocations and Development Management Plan.

7) The advertisement(s) to which this consent relates shall be illuminated only while the kiosk is open for business.

To safeguard the visual amenity of the area as supported by Policy EN1 of the Sevenoaks Allocations and Development Management Plan.

8) The development hereby permitted shall be carried out in accordance with the following approved plans: Drawing no's - 3137-P001, 01.

For the avoidance of doubt and in the interests of proper planning.

### **Description of proposal**

- 1 The application proposes to display a number of advertisements to a Timpson's pod approved under planning application 17/03888/FUL. They are: the following advertisements:
- 2 Sign 1 - 1 front fascia sign, internally LED illuminated '218mm high fret-cut' Timpson lettering approximately measuring 6.6m x 0.35m x 0.06m;
- 3 Signs 2 & 3 - 2 side fascia signs, internally illuminated '218mm high fret-cut' Timpson lettering approximately measuring 2.7m x 0.35 x 0.06m;
- 4 Signs 4 & 5 - 2 aluminium side panels approximately measuring 1.65m x 2m x 0.05m, non-illuminated, vinyl graphic.
- 5 Please note, sign 6, does not require advertisement consent and signs 7 and 8 have been withdrawn from this application as they are 'deemed consent' by virtue of Class 5 of the Advertisement Regulations.

### **Description of site**

- 6 The proposal relates to a small building within the car parking area for the Tesco Supermarket in Riverhead. Much of the surrounding area is taken up with hardstanding associated with the supermarket. There is softer landscaping, notably to the south, west and north-western boundaries of the site, which separates the supermarket from the adjacent housing development.
- 7 The site is located within Sevenoaks urban area.

## **Constraints**

- 8 Area of Archaeological Potential
- 9 The site lies in the urban confines of Sevenoaks

## **Policies**

### *Core Strategy (CS):*

- 10 Policy
  - SP1 Design of New Development and Conservation

### *Allocations and Development Management (ADMP):*

- 11 Policies
  - EN1 Design Principles
  - EN2 Amenity Protection
  - EN6 Outdoor Lighting

### *Other:*

- 12 The Institution of Lighting Engineers Technical Report 5 - Brightness of Illuminated Advertisements.
- 13 National Planning Policy (NPPF)

## **Relevant Planning History**

- 14 16/03788/FUL - Installation of dry cleaning, key cutting, shoe and watch repairs pod to Tesco premises - Refused. (Allowed at appeal).  
  
16/03789/ADV - The advertisements promote the brand and the service the pod can provide - Refused.  
  
17/03705/ADV - Erection of 3 fascia signs and 2 vinyl signs - Granted - (for the Timpson kiosk permitted at appeal)  
  
17/03888/FUL - Installation of new Timpson Dry Cleaning unit to hard standing area within car park and anti-ram raid bollards - GRANTED

## **Consultations**

### *Riverhead Parish Council*

- 15 Objection -“The LED illumination of the signs will cause light pollution and an overbearing presence in an otherwise small structure.”

## **Representations**

- 16 Neighbours - No written responses received.

## Chief Planning Officer's appraisal

### Principle issues

- 17 In accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the Local Planning Authority is required to exercise its powers in the interests of amenity and public safety. The development plan may be held as a material consideration in the determination of express consent applications.
- 18 The regulations indicate that in the assessment of advertisement consent applications, 'amenity' includes visual amenity. The most relevant matter for consideration in this case is the visual impact of the signage upon the street scene and the character and appearance of the area in which the signage is proposed.
- 19 Paragraph 67 of the National Planning Policy Framework (NPPF) states that advertisements should only be subject to control in the interests of amenity and public safety, taking into account cumulative impacts. Given this, the combined impact of the signage will be assessed as well as their individual impact.

### *Impact on amenity*

- 20 The Timpson name Signs 1, 2 and 3 would be located at a fascia level of the kiosk overlooking the existing car park area. These signs are modest in scale and would not dominate the appearance of this building.
- 21 Signs 4 and 5 are non-illuminated side panels which face the existing car park and again are appropriate when considering the wider context of the this location. These signs would also overlook into the existing car parking area advertising the services offered.
- 22 We have considered the cumulative impact of the proposed advertisements set against the backdrop of the existing landscaped boundary and the frontage of the adjacent supermarket.
- 23 Within this commercial and built up setting there is a range of outdoor advertisements that announce and direct customers. Taking into account the context of the overall site, these modest proposed advertisements will not harm the visual amenity and are not prominent features. They would appear subservient signage, and are therefore acceptable.
- 24 The built environment of the supermarket with petrol filling station comprises a range of outdoor advertisements that contribute to the setting of the use. The site is set within the context of this commercial area and as it is set well within the site, so cannot be seen from wider views. Therefore the advertisements would not harm the visual amenity of the area and would not become prominent features within it. They would appear as subservient features when viewed against the backdrop of the supermarket building.
- 25 The proposed illumination for the fascia signs is appropriate, as they would be located within an existing illuminated area. The proposed 300cd/m<sup>2</sup>  
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illuminance would be well within the suggested guidance of 800cd/m<sup>2</sup> for medium brightness area, as stated by Institution of Lighting Engineers Technical Report 5 - Brightness of Illuminated Advertisements. The level of illumination will be controlled by condition. As such to ensure illumination of adverts is on only during the hours of operation of the business, a condition of this nature is reasonable and necessary.

- 26 The proposed advertisements are acceptable and would not result in material harm to the visual amenities of the existing building, character and appearance of the local area and would comply with policies EN1, EN6 of the ADMP and the NPPF.

### *Public Safety*

- 27 The proposals would not feature any overhanging signs over the highway and would not be an increase in the risk to public safety.
- 28 The acceptable illuminated tolerance for medium district brightness areas (e.g. small town centres, urban locations), as set out by the Institute of Lighting Engineers Technical Report No.5, within a urban location is 800cd/m<sup>2</sup>. The indicated illuminance of the fret-cut letting would be 300cd/m<sup>2</sup>.
- 29 This would therefore be an acceptable level in this location, and would not result in visual distraction to pedestrian/highway users.
- 30 Given the location of the signage, the proposal would not prejudice existing highway safety conditions.

### **Access issues**

- 31 The access would not be altered as part of this application.

### **Conclusion**

- 32 The advertisements proposed would comply with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the NPPF, as they would not have an unacceptable impact on visual amenity or public safety. It is therefore recommended that advertisement consent is granted.

### **Background Papers**

Site and Block Plan

Contact Officer(s): Sean Mitchell Extension: 7349

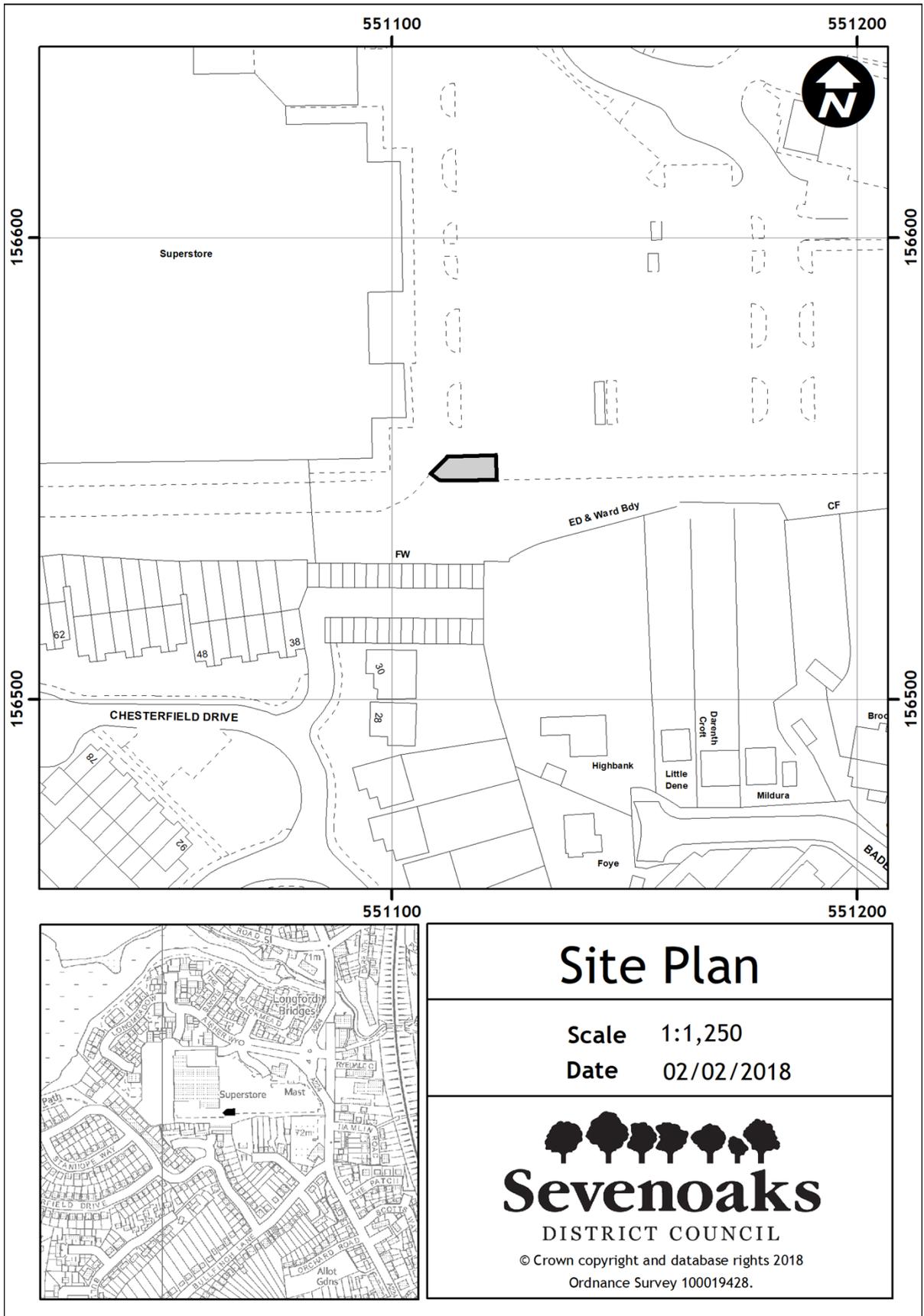
**Richard Morris**  
**Chief Planning Officer**

Link to application details:

<https://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=P0NJBRBKHBB00>

Link to associated documents:

<https://pa.sevenoaks.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=P0NJBRBKHBB00>



# Site Plan

Scale 1:1,250

Date 02/02/2018



DISTRICT COUNCIL

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Ordnance Survey 100019428.

# Block Plan

