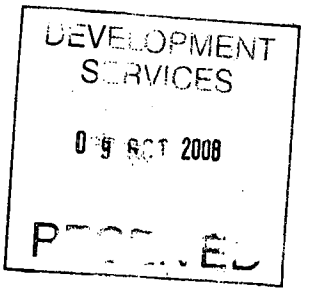
Bedford

West One, 63-67 Bromham Road, Bedford MK40 2FG
Tel: 01234 358863 Fax: 01234 271210
Email: bedford@dppllp.com
www.dppllp.com

Reference: 800606/L0005rw

8 October 2008

Hinckley and Bosworth Council
Council Offices
Argents Mead
Hinckley
Leicestershire
LE10 1BZ



F.A.O – Louise Forman

Dear Sir/Madam

Application for Advertisement Consent at Former Somerfield Store, Hawley Road, Hinckley

On behalf of our client, Tesco Stores Ltd please find enclosed an application for advertisement consent required in association with the rebranding of the former Somerfield Store, which has recently been acquired by Tesco. The proposed advertisements (which are non-illuminated unless otherwise stated) can be summarised as follows:

Store Signs

- 1 x internally illuminated 'TESCO' sign to north elevation
- 1 x internally illuminated entrance goalpost sign to north elevation
- 1 x HYSLED vinyl to north elevation
- 1 x externally illuminated 'TESCO' sign to south elevation
- 1 x 'TESCO' sign to east elevation
- 1 x opening hours sign to east elevation

Car Park Signs

- 1 x internally illuminated gantry sign (G1)
- 2 x promotional banner signs (PB)
- 2 x welcome/goodbye signs (W1)
- 1 x disabled parking sign
- 2 x parent and child parking signs
- 1 x bicycle parking sign
- 1 x directional sign (D1)
- 1 x disclaimer sign (!)
- 1 x delivery sign (DV1)
- 4 x spend less signs (£)

LRQ 400 3060

Development Planning Partnership LLP is a limited liability partnership registered in England and Wales.
No OC326302. Registered office: West One, 63-67 Bromham Road, Bedford MK40 2FG.

Our application submission comprises copies of the completed application forms, a fee cheque in the sum of £95.00 as well as copies of the following plans and documents.

- Drawing Number: 800606/02 Site Location Plan
- Drawing Number: 6460_107A Proposed Site Signage Plan
- Drawing Number: 6460_108A Proposed Store Signage Elevations

The advertisement proposals are part of refurbishment and rebranding works which are to be undertaken prior to reopening the former Somerfield supermarket as a Tesco store. The signs proposed can be accommodated on site without detriment to local amenity or public safety.

I trust the enclosed is sufficient to enable you to register and consider our application. If however you have any questions or require any further information please do not hesitate to contact me.

Yours faithfully

Roger Welchman.

Roger Welchman
(roger.welchman@dpplIp.com)
DPP
Direct Line: 01234 321166

DEVELOPMENT SERVICES
09 OCT 2008
RECEIVED