DELEGATED REPORT

Recommendation Made: 29 May 2008

Reference:- 08/00378/ADV **Parish:-**

Applicant:- Tesco Stores Limted
Shire Park
Welwyn Garden City
Hertfordshire
AL7 1AB

Location:- 165 - 167 London Road Hinckley Leicestershire LE10 1HH

Proposal:- ERECTION OF ILLUMINATED AND NON ILLUMINATED SIGNS

Introduction:-

This is a revised application for the signage for the new Tesco store which is currently being erected. The application consists of similar signs previously approved under reference 08/00066/ADV with an additional sign over the main door to the front of the site, this will disguise the roller shutter housing approved on application 08/00317/FUL, 1 additional car park sign, and a free standing environmental sign to the front of the site. The Environmental sign has been removed from the application by email.

History

06/01360/FUL Erection of convenience store . Approved 19.1.07

07/01136/FUL Erection of replacement convenience store (Amended Scheme). Approved 22.11.07

07/10119/ADV Application for illuminated signage. Withdrawn

08/00317/FUL Revised scheme Erection of convenience store. approved 30.5.08

Consultations:-

Director of Highways, Transportation and Waste Management has no objection subject to controlling luminance.

Environmental Health no objection subject to conditions limiting light intensity.

Development Plan Policies:-

Policies BE1 and BE26 of the Hinckley & Bosworth Borough Council Local Plan.
Shopping and Shop Front Supplementary Planning Guidance.

Appraisal:-

The light sources are in accordance with the SPD on shop fronts in that only the lettering emit light and the luminance at 500cd/m2 is acceptable given the location of the store and surrounding uses. This has been recorded by Environmental Health as a zone 3 (medium district brightness area).

SUMMARY OF DECISION - The proposal is in conformity with Policy/Policies BE1 and BE26 of the Hinckley and Bosworth Local Plan. Planning permission is granted subject to conditions.

1 This permission relates to the application as amended by the e-mail from the agent dated 27th May 2008

2 The maximum luminance of the light source shall not exceed 500 cd/m2.

3 The advertisements hereby approved shall only be illuminated between the hours of 7 am and 11 pm on any day, unless agreed in writing with the Local Planning Authority.

Reasons :-

1 For the avoidance of doubt.

2 To safeguard amenities of neighbouring properties to accord with policy BE1 of the adopted Hinckley & Bosworth Local Plan.

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Contact Officer:- Mrs L Forman Ext 5682

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