DELEGATED FILE NOTE

CASE OFFICER: …Sam Dicocco……

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/01240/AD	New externally mounted vinyl graphics to front elevations.	Tesco Stores Ltd Old North Road Royston Hertfordshire SG8 5UA

Submitted Plan Nos
01_3108_01 02_3108_02b 03_3018_03a 03_3108_3b

1.0 Policies

SECT7 Requiring Good Design

2.0 **Site History**

2.1 Long and detailed history of planning and advertisement applications. None particularly relevant to the determination of this application.

3.0 **Representations**

3.1 None required.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The site lies within the settlement of Royston and a designated shopping area. The site contains a large supermarket and associated access and car park.

4.2 **Proposal**

4.2.1 The application seeks express consent for the installation of three externally mounted vinyl graphics to the ground floor front elevation of the store.

4.3 **Key Issues**

4.3.1 The fascia signs would be positioned appropriately upon the building in line with its architectural detailing (fenestrations). The signs would be of size and number considered appropriate to the size and nature of the building and would have no cumulative impact upon the amenity of the site or its surroundings.

4.3.2 Due to the location of the signs, and there unilluminated nature, there are no concerns in relation to public safety.

4.4 **Conclusion**

4.4.1 The advertisements proposed are considered to have an acceptable impact on the visual amenities of the surrounding area. In the absence of any public safety or visual amenity objections I consider the proposed signage compliant with the paragraph 67 if the National Planning Policy Framework.

5.0 **Recommendation**

5.1 That the advertisements be **CONSENTED** subject to the following conditions:

1. The development hereby permitted shall be carried out wholly in accordance with the details specified in the application and supporting approved documents and plans listed above.

   Reason:To ensure the development is carried out in accordance with details which form the basis of this grant of permission.

2. (a)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.

   (b) No advertisement shall be sited or displayed so as to-
   (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
   (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
   (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

   (c) 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.

   (d)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.

   (e)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.

   Reason: As imposed by regulation within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Signed  Simon Ellis Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 26 June 2018	