

REF: R00845/DB/MR/CM

VIA PLANNING PORTAL

Planning and Regeneration
Civic Centre
Chesterfield Road South
Mansfield
Nottinghamshire
NG19 7BH

29 January 2024

Dear Sir/Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT TO INSTALL 3 NO. NON-ILLUMINATED PANELS, 1 NO. PANEL WITH INTERNAL ILLUMINATION TO LETTERS ONLY, 1 NO. PROJECTING SIGN WITH INTERNAL ILLUMINATION TO LETTERS ONLY, 1 NO. DIBOND PANEL, 2 NO. DIBOND GRAPHIC, 1 NO. INTERNALLY ILLUMINATED DOUBLE SIDED GANTRY, 1 NO. POLE MOUNTED HELLO SIGN AND 1 NO. POLE MOUNTED DISABLED CAR PARK SIGN
9 LEEMING LANE NORTH, MANSFIELD WOODHOUSE, NOTTINGHAMSHIRE, NG19 9HZ**

I write on behalf of the Applicant, Tesco Stores Ltd (Tesco), to submit an application for advertisement consent as follows:

Application for advertisement consent to install 3 no. non-illuminated panels, 1 no. panel with internal illumination to letters only, 1 no. projecting sign with internal illumination to letters only, 1 no. dibond panel, 2 no. dibond graphic, 1 no. internally illuminated double sided gantry, 1 no. pole mounted hello sign and 1 no. pole mounted disabled car park sign.

Background to Applications

The application Site previously consisted of a building used as a car garage and workshop on Leeming Lane, Mansfield Woodhouse. The site is currently in the final stages of construction to form a retail unit. Planning permission was granted on 6th December 2023 under LPA ref. 2023/0493/FUL for the following:

“Demolition and site clearance of existing buildings and construction of a retail unit (Use Class E), ancillary customer parking and associated works.”

The retail unit, once constructed, is intended to be occupied as a 'Tesco Express'. No further planning

permission is required for such occupation and this application seeks the advertisement consent required to facilitate this occupation only.

There is no other planning history of direct relevance to this application.

Proposed Advertisements

Express advertisement consent is sought for the display of 3 no. non-illuminated panels, 1 no. panel with internal illumination to letters only, 1 no. projecting sign with internal illumination to letters only, 1 no. dibond panel, 2 no. dibond graphic, 1 no. internally illuminated double sided gantry, 1 no. pole mounted hello sign and 1 no. pole mounted disabled car park sign.

The white fascia panel will have illumination to the letters only and will be located centrally above the shop entrance. The white projecting sign with internal illumination to letters only will be located to the western end of the façade. Lettering on both the white fascia panel and white projecting sign will be coloured red, white and blue to read "TESCO Express". Two of the non-illuminated panels will be located to the western end of the façade and one is located to the east of the façade. The non-illuminated fascia panels and will be coloured blue with a woodtex strip to the base, and a panel to the western end will display the store name and est. year in vinyl lettering. The dibond panel will be located to the east of the entrance and will surround the ATM. The panel will be coloured blue and white and will read 'Cash Machine' and further text relating to the ATM. The dibond graphics will be located to the west of the entrance installed to the wall, and will display photographs. The internally illuminated double sided gantry and pole mounted hello sign are coloured blue, white and red reading relevant store information in white and will be located within the car park at the entrance to the site. The disabled car park sign will be coloured blue, white and red reading relevant information in white and will be located next to the dedicated disabled parking space.

Additional detail on the signage proposals is available on the proposed plans prepared by Tesco Feasibility Architecture (Drawing No's 01_MANS_01A, 02_MANS_02A, 02_MANS_02B, 03_MANS_03A, 02_MANS_02D, 02_MANS_02C, 03_MANS_03B and 03_MANS_03C).

Planning Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise. In this case, the development plan includes the Mansfield District Local Plan 2013-2033 (adopted September 2020). Material considerations include the National Planning Policy Framework (NPPF) (December 2023) and relevant supplementary planning documents.

Mansfield District Local Plan 2013-2033 (2020)

Policy P2 states that development will be supported provided it creates a strong sense of place and is inclusive and accessible and appropriate to its context in terms of layout, scale, density, detailing and materials. The policy states that this will be met through the following criteria:

- a. respecting, where appropriate, existing patterns of development which contribute to the character of the area;*
- b. retaining, integrating and enhancing existing built and natural features which contribute to creating a distinctive identity;*
- c. taking opportunities to create new public open spaces, landmark buildings, landscape features (including street trees), views and public art as an integral part of the design;*
- d. taking opportunities to promote physical activity;*
- e. providing variety, on larger developments, with different character areas and a hierarchy of street types;*
- f. creating attractive streetscapes and spaces which are defined and brought to life by the layout, scale and appearance of the buildings;*
- g. minimising the opportunities for crime by designing in high levels of security which meets 'secure by design' principles (or equivalent) including the use of natural surveillance and ensuring public spaces are clearly distinguished from private spaces and are well lit;*
- h. providing adequate and accessible external storage space for waste, recycling and bicycles;*
- i. avoiding obtrusive skyline views; and*
- j. ensuring that any tall buildings are appropriate to their location, are of high quality design and do not detract from key views or heritage assets and their settings, nor create unacceptable local environmental conditions."*

National Planning Policy Framework (2023)

The NPPF is a material consideration. It is underpinned by a presumption in favour of sustainable development and in terms of that presumption, Paragraph 11 states that for decision taking this means *'approving development proposals that accord with an up-to-date development plan without delay...'*

Paragraph 85 goes on to advise that *'planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth.'*

Paragraph 141 of the NPPF addresses advertisements, affirming the requirement for LPA's to determine applications for advertisement consent simply in the *'interests of amenity and public safety, taking account of cumulative impacts'*.

Planning Justification

Design Considerations

The application seeks consent to display a number of advertisements in relation to the building's proposed use as a Tesco Express. The Site has been in use as a car garage and workshop for a number of years and has previously displayed various advertisements. The erection of a retail unit (Use Class E) was approved to replace the existing buildings, and thus given the previous and future use of the site, the principle of displaying advertisements at the unit is clearly acceptable. Additionally, the site is in close proximity to the public house 'The Jug and Glass', which displays signage.

The proposed advertisements are in keeping with the scale and character of the area and will be in proportion with the shopfront, with the primary fascia panel located centrally above the entrance, comprising lettering that is appropriately sized. The advertisements will be formed of high-quality materials and well-maintained. An Oak woodtex strip is proposed to the non-illuminated fascia panels in order to provide greater visual interest. The primary fascia panel and projecting sign will provide illumination internally to lettering only, and thus the illumination is considered subtle. The main fascia panel will simply state the name of the business (Tesco Express) and will avoid visual cluttering. The number of projecting signs (1) has similarly been kept to a minimum. Additionally, the dibond panel and graphics are in proportion with the shopfront and are considered to have minimal visual impact.

Furthermore, the signage proposed to the car park is also of an appropriate scale and appropriately placed and thus it is not considered that the proposal will have any effect on highway safety. The pole mounted signs proposed to be located within the car park are of a small scale and are considered to be visually unobtrusive. The gantry sign within the car park will be internally illuminated, thus is considered subtle with minimal visual impact.

Amenity and Public Safety

Paragraph 141 of the NPPF addresses advertisements, affirming the requirement for LPA's to determine applications for advertisement consent simply in the '*interests of amenity and public safety, taking account of cumulative impacts*'. Amenity and public safety are therefore a recognised key consideration in the context of all advertisement proposals.

The paragraphs above detail the design considerations and thus it is not considered that there will be any impact on visual amenity. In addition to this, it should be noted that the illumination of the signage proposed on the shopfront is to the lettering only, and the illumination of the gantry sign is internal only. This, illumination is of a low level and it is not considered that the proposals will have any effect on light pollution or highway safety. Furthermore, the retail unit, once constructed, will be set back from the road with a car park to the front, and therefore amenity of the dwellings opposite will be maintained due to the distance of the advertisements from the properties.

Additionally, the proposed signage is suitably raised above ground level in order to not be visually intrusive to passers-by, employees or visitors to the site. This will ensure that the signage remains unobtrusive and neither pedestrian, public, nor highways safety is compromised.

On this basis the proposed advertisements are considered acceptable and will comply with the Mansfield District Local Plan 2013-2033 (2020) and the NPPF (2023).

Summary and Conclusion

The advertisement proposals are considered acceptable in design and amenity terms and are in line with local policy and the NPPF. It is therefore concluded that there are no policy grounds for objection to the application proposals and we respectfully request that the applications are granted.

Contents of Submission

The following supporting documents have been submitted via the Planning Portal in support of the application:

- The relevant planning application fee;
- The completed application form;
- This covering letter prepared by ROK Planning;
- Site Location Plan (Drawing No. 01_MANS_01A);
- Existing and proposed drawings prepared by Tesco Feasibility Architecture;
 - o Existing Site Plan (Drawing No. 02_MANS_02A);
 - o Existing Plan (Drawing No. 02_MANS_02B);
 - o Existing Elevation (Drawing No. 03_MANS_03A);
 - o Proposed Plan (Drawing No. 02_MANS_02D);
 - o Proposed Site Plan (Drawing No. 02_MANS_02C);
 - o Proposed Elevation (Drawing No. 03_MANS_03B);
 - o Proposed Site Signage (Drawing No. 03_MANS_03C);
 - o Typical Detail – Non-Illuminated Panel;
 - o Typical Detail – Aluminium Panel with Internal Illumination; and
 - o General Arrangement – Illuminated Projecting Sign.

I trust that you have all the information you require to validate this application. If, in the interim, you have any queries please do not hesitate to contact either Matthew Roe (matthew.roe@rokplanning.co.uk) or myself at this office. I look forward to your formal acknowledgement of the application.

Yours faithfully,

ROK PLANNING

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