

**REF: R00987/DB/MR/CM**

**VIA PLANNING PORTAL ONLY**

Planning Department  
County Hall  
High Street  
Newport  
PO30 1UD

2 February 2024

Dear Sir/Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT TO INSTALL 2 NO. EXTERNALLY ILLUMINATED BOX FASCIA, 5 NO. NON-ILLUMINATED BOX FASCIA AND 1 NO. EXTERNALLY ILLUMINATED PROJECTING SIGN**

**APPLICATION FOR FULL PLANNING PERMISSION TO INSTALL 3 NO. DOUBLE STACKED DAIKIN AC UNITS, 1 NO. STANDARD PACKAGED CO2 GAS COOLER, 1 NO. STEEL MOE DOOR, BRICK INFILL AREA, 2.4M HIGH HIT AND MISS TIMBER FENCE ENCLOSURE WITH 1 NO. ACCESS GATE, AND 2.4M HIGH PALISADE ACCESS GATE.**

**111-113 HIGH ST, NEWPORT, ISLE OF WIGHT, PO30 1TJ**

I write on behalf of the Applicant, Tesco Stores Ltd (Tesco), to submit an application for advertisement consent and a full planning application for the installation of plant machinery at 111-113 High Street, Newport, Isle of Wight, PO30 1TJ. The applications are made as follows:

- Application for advertisement consent to install 2 no. externally illuminated box fascia, 5 no. non-illuminated box fascia and 1 no. externally illuminated projecting sign; and
- Application for full planning permission to install 3 no. double stacked Daikin AC units, 1 no. standard packaged CO2 gas cooler, 1 no. steel MOE door, brick infill area, 2.4m high hit and miss timber fence enclosure with 1 no. access gate, and 2.4m high palisade access gate.

The applications are detailed further in this letter.

## **Background to Applications**

The site consists of a vacant retail unit located to the ground floor of a 3-storey building, with residential uses above. The unit was formerly occupied by Bright House. The site is situated in a corner position on a primary retail frontage within Newport Town Centre, fronting both the High Street and St James' Street. The High Street is lined with restaurants, cafes and further retail development including JD Sports, which

adjoins the site to the west, and Taylor & Son's jewellers, which adjoins the site to the north.

The site is situated within the Newport Conservation Area, and specifically within Character Area 1 – Historic Town Centre. Character Area 1 is identified by its *“very active and bustling town centre which forms the main focus for commercial activity on the Island”*. The site is also located within the Newport High Street Heritage Action Zone.

The following available planning history is of relevance:

**LPA ref. TCP/8208/N/4436** – Planning permission was granted on 4<sup>th</sup> August 1961 for *“the formation of a goods entrance, the carrying out of extensions and the construction of a retail shop.”*

**LPA ref. TCP/8208A/N/4560** – Planning permission was granted on 5<sup>th</sup> February 1962 for *“the demolition and rebuilding of 109 and 113 St James Street, Newport and the formation of a means of vehicular access, approved subject to conditions.”*

**LPA ref. TCP/8208D/N/17422** – Planning permission was granted on 26<sup>th</sup> June 1964 for *“new shop front and internal alterations.”*

**LPA ref. TCP/8208B/N/8063** – Planning permission was granted on 9<sup>th</sup> January 1979 for *“proposed new trolley hoist.”*

**LPA ref. TCP/8208C/N/10068** – Planning permission was granted on 29<sup>th</sup> April 1980 for *“alterations to shop front.”*

**LPA ref. TCP/8208E/N/18002** – Planning permission was granted on 8<sup>th</sup> November 1984 for *“alteration to shop front.”*

**LPA ref. P/00120/99** – Advertisement consent was granted on 3<sup>rd</sup> March 1999 for *“5 non-illuminated fascia signs, 2 non-illuminated transom signs.”*

**LPA ref. A/00333/J/P/01274/00** – Advertisement consent was granted on 30<sup>th</sup> October 2000 for *“retention of non-illuminated fascia sign and projecting sign.”*

**LPA ref. A/00333/K/P/01055/02** – Advertisement consent was granted on 22<sup>nd</sup> July 2002 for *“non-illuminated fascia signs, 1 illuminated projecting sign.”*

**LPA ref. A/00333/L/P/00320/16** – Advertisement consent was granted on 29<sup>th</sup> April 2016 for *“3 x externally illuminated fascia signs; 1 x non-illuminated entrance sign.”*

**LPA ref. 21/00533/FUL** – Planning permission was granted on 21<sup>st</sup> March 2022 for “*proposed flexible change of use of ground floor from Shop (Class E) to restaurant/café (Class e) or drinking establishment (sui generis); extraction system; proposed second floor extension and conversion of first and second floors to form five flats.*”

The site has been in retail in use since its construction and on this basis has a lawful planning use of Use Class E. Tesco can therefore occupy the site without the need for planning permission and this application seeks the advertisement consent and planning permission for a plant, required to facilitate this occupation only.

## **Proposed Works**

### ***Advertisement Consent***

Express Advertisement consent is sought for the display of 2 no. externally illuminated box fascia, 5 no. non-illuminated box fascia and 1 no. externally illuminated projecting sign.

The externally illuminated box fascias will be externally illuminated via trough light, and coloured red, white and blue to read 'TESCO express', located centrally above the entrance on the High Street, and on the east elevation on St James's Street. The non-illuminated box fascias will be located above the window glazing and brick façade on both elevations, with a woodtex strip to the base. The projecting sign will be situated at a height of 3m on the right side on the main elevation, coloured red, white and blue to read 'TESCO express'.

Additional detail on the signage proposals is available on the proposed plans prepared by Tesco Feasibility Architecture (Drawing No's 01\_NEWP\_01B, 03\_NEWP\_03F, 02\_NEWP\_02F, 02\_NEWP\_02E, 03\_NEWP\_03G and 02\_NEWP\_02G).

### ***Installation of Plant***

Planning permission is additionally sought for the installation of 3 no. double stacked Daikin AC units, 1 no. standard packaged CO2 gas cooler, 1 no. steel MOE door, brick infill area, 2.4m high hit and miss timber fence enclosure with 1 no. access gate, and 2.4m high palisade access gate.

The plant machinery is to be installed within the existing rear servicing yard. The existing plant machinery is to be removed. A new steel MOE door and brick infill area are to be installed to replace the existing double swing door at the rear of the unit. A 2.4m high hit and miss timber fence enclosure with 1 no. access gate is to be installed around the plant machinery. A 2.4 m high palisade access gate is to be installed at the entrance to the rear servicing yard, on St James's Street.

Additional detail on the plant proposals is available on the proposed plans prepared by Tesco Feasibility

Architecture (Drawing No's 01\_NEWP\_01A, 03\_NEWP\_03A, 03\_NEWP\_03B, 02\_NEWP\_02B, 02\_NEWP\_02A, 03\_NEWP\_03C, 03\_NEWP\_03D, 03\_NEWP\_03E, 02\_NEWP\_02D and 02\_NEWP\_02C).

## **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 Island Plan Core Strategy (2012). Material considerations include the Draft Island Planning Strategy (2021) and the National Planning Policy Framework (NPPF) (2023).

### ***Island Plan Core Strategy (2012)***

Policy DM2 of the Island Plan Core Strategy (2012) requires developments to secure high quality design that respects local context and character, is sustainable, and integrates well with the surrounding streets. The policy states that:

*“The Council will support proposals for high quality and inclusive design to protect, conserve and enhance our existing environment whilst allowing change to take place. A robust design process with the use of skilled designers and pre-application discussions will be promoted.*

*Relevant information according to the site's size, location and context will be required in order for the Council to determine planning applications properly and quickly. All new development should respond to a clear understanding of physical, social, economic, environmental and policy context. Development proposals will be expected to:*

- 1. Provide an attractive, functional, accessible, safe and adaptable built environment with a sense of place.*
- 2. Optimise the potential of the site but have regard to existing constraints such as adjacent buildings, topography, views, water courses, hedges, trees, wildlife corridors or other features which significantly contribute to the character of the area.*
- 3. Be appropriately landscaped to provide an attractive setting for the development that integrates with the surroundings.*
- 4. Complement the character of the surrounding area, particularly in Conservation Areas and AONB, as defined in Conservation Area Appraisals, Village Design Statements or other Supplementary Planning Documents that define locally distinctive areas.*
- 5. Minimise the consumption of natural resources and the production of waste or pollution.*

*Development proposals which preserve or enhance a Heritage Asset or the setting of a Heritage Asset will be supported.”*

Relevant to the site's location within a conservation area and listed building status, Policy DM11 of the Island Plan Core Strategy (2012) aims to *"positively conserve and enhance the special character of the Island's historic and built environment. Development proposals will be expected to:*

- 1. Deliver economic led regeneration.*
- 2. Relate to the continued use, maintenance, rescue/refurbishment, repair and re-use of heritage assets and historic places, especially where identified as being at risk, or likely to become at risk.*
- 3. Relate to the conservation, enhancement and enjoyment of the Island's heritage assets and public realm.*
- 4. Consider and balance the relationship between the quality of place, economic, social and environmental characteristics.*
- 5. Be informed by sufficient evidence to reveal impacts upon the significance of heritage assets and their settings which may include the Council's Conservation Area Appraisals and Management Plans and the Local List Supplementary Planning Document."*

### ***National Planning Policy Framework***

The NPPF is an additional 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**

#### ***Advertisement Consent***

##### *Design and Heritage Considerations*

The application seeks consent to install a number of advertisements in relation to the building's proposed use as a Tesco Express. While the site is located within a conservation area, numerous consents for signage have been granted at the site including illuminated signage, as evidenced by the planning history. Furthermore, the site is in a predominantly retail high street location and various surrounding units also display illuminated signage, including the adjoining JD Sports. On this basis, the installation

of advertisements, including illuminated signage at the site is clearly acceptable and established.

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 located centrally above the entrance, comprising lettering that is appropriately sized. The proposed new signage will be formed of high-quality aluminium and will be well-maintained. An Oak woodtex strip is proposed to the non-illuminated fascia panels in order to provide greater visual interest. In line with policy DM11, the signage has been designed sensitively given the heritage context. Due to the Conservation Area setting, external illumination via trough light is proposed, which is considered acceptable in heritage settings. The site's previous occupier, Bright House, also displayed external illumination via trough light, thus this is already well established.

In line with the Island Plan Core Strategy (2012), the proposed signage has been designed so that it is sensitive to the character of the area, visually unobtrusive, well designed and well located. For further details on design and heritage considerations, please refer to the heritage statement prepared by ROK Planning.

Taking the above into account and noting the fact that similar advertisements have previously been approved at the site, the proposed signage is considered acceptable in design terms.

### *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 proposed is external and via a trough light. Thus, illumination is of a low level and it is not considered that the proposal will have any effect on light pollution or highway safety.

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 Island Plan Core Strategy (2012) and the National Planning Policy Framework (NPPF) (2023).

### *Installation of Plant*

The installation of 3 no. double stacked Daikin AC units, 1 no. standard packaged CO2 gas cooler, 1 no. steel MOE door, brick infill area, 2.4m high hit and miss timber fence enclosure with 1 no. access gate, and 2.4m high palisade access gate are proposed within the existing rear servicing yard.

The plant machinery is to be installed within the existing service yard, enclosed by a timber fence, thus not visible from the High Street frontage or upper floors of the building. Therefore, the installation of plant machinery is not considered to impact the appearance of the area or harm the character or appearance of the conservation area.

Furthermore, there is currently plant machinery in the servicing yard and this application proposes replacement equipment, thus the installation of machinery is clearly acceptable and already established. The existing double swing access gate at the entrance to the servicing yard on St James's Street is to be replaced by a 2.4 m high palisade access gate. The proposed gate is formed of high-quality materials and will improve the security of the servicing yard.

A Noise Impact Assessment has been undertaken by KR Associates Ltd to assess the impact of noise from plant on surrounding amenity and is submitted with this application. Based on local policy and British noise testing standards, the report recommends that the proposed plant noise emissions are at least 10db below the underlying background noise levels when assessed in accordance with British Standard 4142: 2014 + A1: 2019. The report concludes that noise levels from the plant will be acceptable during both the day and night-time periods, with no adverse effect to amenity anticipated, in line with the local noise requirements. It is therefore considered that the proposed plant is acceptable both in terms of design and in terms of amenity in line with the Island Plan Core Strategy (2012) and the National Planning Policy Framework (NPPF) (2023).

## **Summary and Conclusion**

The advertisements are considered acceptable in design, heritage, and amenity terms and are in line with the Island Plan Core Strategy (2012), other relevant local policy and the NPPF. It is therefore concluded that there are no policy grounds for objection to these applications and we respectfully request that these applications are granted.

## **Contents of Advertisement Consent 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;
- Heritage Statement prepared by ROK Planning;

- Site Location Plan (Drawing No. 01\_NEWP\_01B)
- Existing and proposed drawings prepared by Tesco Feasibility Architecture;
  - Existing Elevation (Drawing No. 03\_NEWP\_03F);
  - Existing Plan (Drawing No. 02\_NEWP\_02F);
  - Existing Site Plan (Drawing No. 02\_NEWP\_02E);
  - Proposed Elevation (Drawing 03\_NEWP\_03G);
  - Proposed Plan (Drawing No. 02\_NEWP\_02G);
  - General Arrangement – Illuminated Projecting Sign;
  - Typical Detail – Box Fascia with External Illumination; and
  - Typical Detail – Box Fascia Non-Illuminated.

## **Contents of application to install plant**

- The relevant planning application fee;
- The completed application form;
- This Covering Letter prepared by ROK Planning;
- Heritage Statement prepared by ROK Planning;
- Noise Impact Assessment prepared by KR Associates;
- Site Location Plan (Drawing No. 01\_NEWP\_01A);
- Existing and proposed drawings prepared by Tesco Feasibility Architecture;
  - Existing Elevation 1 (Drawing No. 03\_NEWP\_03A);
  - Existing Elevation 2 (Drawing No. 03\_NEWP\_03B);
  - Existing Plan (Drawing No. 02\_NEWP\_02B);
  - Existing Site Plan (Drawing No. 02\_NEWP\_02A);
  - Proposed Elevation 1 (Drawing 03\_NEWP\_03C);
  - Proposed Elevation 2 (Drawing 03\_NEWP\_03D);
  - Proposed Elevation 3 (Drawing 03\_NEWP\_03E);
  - Proposed Part Plan (Drawing No. 02\_NEWP\_02D); and
  - Proposed Plan (Drawing No. 02\_NEWP\_02C).

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](mailto:matthew.roe@rokplanning.co.uk)) or myself at this office. I look forward to your formal acknowledgement of the application.

Yours faithfully,



**Daniel Botten**



# ROK PLANNING

**ROK Planning Ltd**  
51-52 St. John's Square  
London  
EC1V 4JL

Associate Director  
ROK Planning  
T: 07889568363  
E: [daniel.botten@rokplanning.co.uk](mailto:daniel.botten@rokplanning.co.uk)