
Site Address:	Tesco1 Lavender Road, Waterloooville, PO7 8NS		
Proposal:	Display of 5No. Fascia signs (3 illuminated), 1No. illuminated projecting sign, 6No. dibond panels & 3No. vinyl.		
Application Type:	Advertisement		
Application No:	APP/23/00292	Expiry Date:	26/05/2023
Applicant:	Mr Horwood		
	Tesco		
Agent:		Case Officer:	Denise Sheath
Ward:	Stakes		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is located at the south western corner of the junction of Friendstaple Road with Lavender Road. The application site is a single storey building consisting of a convenience store (Tesco) with a pharmacy and a hot food take-away outlet in the single storey detached building immediately adjacent, the site has car parking, servicing and landscaped areas. The area is predominantly characterised by medium density residential properties of varying design.

2 Planning History

00/56019/005 - Installation of cash dispenser machine to front elevation. REF 16/06/2000
00/56019/006 - Internally illuminated ATM cash dispenser display sign to front elevation. REF 16/06/2000
97/56019/004 - Reduce height of planting bed and form enclosed store to end of building. PERM 29/04/1997
95/56019/002 - Installation of anti-ram raid bollards., PERM,03/11/1995
91/56019/001 - Retention of 3 replacement internally illuminated signs on west and north elevations and 2 externally illuminated signs on the north and east elevations, PERM, 91/56019/000 - Retention of Post Office box sign on north elevation fronting Lavender Road and projecting Post Office sign on east elevation front Friendstaple Road. REF 03/56019/007 - Replacement and additional signage including internally illuminated fascia, 3 non-illuminated poster frames, non illuminated sign above ATM and projecting sign on post all to front elevation. PERM 22/12/2003
03/56019/008 - Alterations to south west elevation of shop and relocation of ATM onto south west elevation. WD 12/12/2003
89/50479 - Illuminated shop fascia signs. UNK 21/03/1989
89/50479 - Internally illuminated box sign on north elevation. UNK 04/08/1989
89/50479/008 - New shopfront to east and north elevations (as amended by plans received on 19 June 1989), UNK 04/08/1989
89/50479/010 - Kitchen extraction duct outlet (south-west elevation) UNK 17/08/1989
89/50479/007 - Relief from Condition No. 2 of Planning Permission No. 88/50479/3 to allow opening hours Monday-Thursday 5-11.30 pm; Friday-Saturday 12-2.00 pm, 5-11.30 pm; Sunday 6-11.00 pm UNK,04/08/1989
89/50479/004 - New shop fronts UNK,21/03/1989
APP/12/00650 - Re-build 3No. existing buildings following fire damage, comprising convenience store, pharmacy and chinese takeaway restaurant and reinstating existing car parking and landscaping. PERM 21/08/2012

APP/12/01051 - Discharge of Condition No/s 3, 8 and 9 of Planning Permission
APP/12/00650. PERM 23/11/2012
APP/12/01290 - Application for Non-Material Amendment to Planning Permission
APP/12/00650 relating to alterations to amend the entrance to Unit 1 to increase
height of doorway and addition of lintel roller shutters. PERM 09/01/2013
APP/13/00371 - Discharge of Conditions No's 10 and 11 of Planning Permission
APP/12/00650. PERM 29/04/2013
APP/13/00435 - Installation of shopfront. PERM 27/06/2013
APP/13/00436 - Installation of ATM. PERM 27/06/2013
APP/13/00456 - 3 Internally Illuminated Fascia Signs 2 Non-illuminated Panel Signs 1
Internally Illuminated Projecting Sign. PERM 27/06/2013
APP/13/00542 - Discharge of Condition No. 8 of Planning Permission APP/12/00650.
PERM 29/07/2013

3 Proposal

Display of 5No. Fascia signs (3 illuminated), 1No. illuminated projecting sign, 6No.
dibond panels & 3No. vinyl.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Developer Services, Southern Water

In situations where surface water is being considered for discharge to our network, we
require the
below hierarchy for surface water to be followed which is reflected in part H3 of the
Building
Regulations. Whilst reuse does not strictly form part of this hierarchy, Southern Water
would
encourage the consideration of reuse for new developments.

- Reuse
- Infiltration
- Watercourse
- Storm Sewer
- Combined Sewer

Guidance on Building Regulations is here:

gov.uk/government/publications/drainage-and-waste-disposal-approved-document-h

It is possible that a sewer now deemed to be public could be crossing the development site.

Therefore, should any sewer be found during construction works, an investigation of the sewer will be required to ascertain its ownership before any further works commence on site.

For further advice, please contact Southern Water, Southern House, Yeoman Road, Worthing, West Sussex, BN13 3NX (Tel: 0330 303 0119).

Website: southernwater.co.uk or by email at:

SouthernWaterPlanning@southernwater.co.uk

Environment Agency

No comments received

Hampshire Highways

In regard to application APP/23/00292, having reviewed the information contained within the application pack, there is no objection to the proposals from a highways perspective, subject to the condition(s) outlined below.

The proposed signs sit outside of visibility splays, and do not affect or obstruct movement of either vehicles or pedestrians. Whilst the projecting sign shown on the proposed west elevation sits below standard height requirements, it is noted that it sits over a landscaped area and as such does not obstruct.

It is also noted that some signage is illuminated and therefore it would be requested that the following condition is applied:

AMOUNT OF ILLUMINATION

The illumination of the consented sign(s) shall be no greater than 600 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity.

Portsmouth Water Company

Portsmouth Water have reviewed the application and associated documents for APP/23/00292 and have no concerns regarding impacts to groundwater quality.

Therefore, we do not recommend any planning conditions to be included on the planning permission.

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 21

Number of site notices: At least one site notice exists - 1.

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. As a result the proposal covers the requirements of Policy DM21 of the HBLP (Allocations)..

(ii) Highway safety

7.3 It is not considered that any element of the scheme would create an unacceptable level of distraction to users of the adjacent highway. A condition has been recommended to ensure the intensity of illumination does not exceed 600 candelas per m2 in the interests of Highway Safety.

(iii) Effect on residential amenity

7.4 Due to the position of the proposed signs they are not considered to have an adverse impact on residential amenity which is situated between 15m and 20m from the application site. Therefore complying with Policy CS16 of the Havant Borough Core Strategy (2011).

8. Conclusion

8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/00292 subject to the following conditions

2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application Form - Received 17 April 2023

Location Plan - Received

Existing Plan - Drawing No. 02-3123-02b - Received 17 April 2023

Existing Site Plan - Drawing No. 02-3123-02a - Received 17 April 2023

Existing North and West Elevations - Drawing No. 02-3123-03a - Received 17 April 2023

Existing East Elevations - Drawing No. 02-3123-03b - Received 17 April 2023

Proposed Plan - Drawing No. 02-3123-02c - Received 17 April 2023

Proposed North and West Elevations - Drawing No. 02-3123-03c - Received 17 April 2023

Proposed East Elevations - Drawing No. 02-3123-03d - Received 17 April 2023

Express Projecting Sign - Drawing No. V2.1 - Received 17 April 2023

Fascia Details Illuminated - Drawing No. V2.1 - Received 17 April 2023

Fascia Details Illuminated 2 - Drawing No. V2.1 - Received 17 April 2023

Fascia Details Section 2 - Drawing No. V2.2 - Received 17 April 2023

Reason: - To ensure provision of a satisfactory development.

- 3 The intensity of illumination shall not exceed 600 candelas per m² and no light source shall be visible from the highway.

Reason: In the interests of the highway safety and amenity and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).