
Site Address:	Petrol Filling Station, ASDA, Larchwood Avenue, Havant, PO9 3QW		
Proposal:	Display of 1No. internally illuminated static fascia sign to south, west and east elevations of Petrol Filling station forecourt canopy including "ASDA" light boxes and florescent strip.		
Application No:	APP/20/00459	Expiry Date:	06/08/2020
Applicant:	Mr A Clifton ASDA		
Agent:	Clifton C&A Design Ltd	Case Officer:	Joseph Toole
Ward:	Bedhampton		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Petrol Filling Station, ASDA, Larchwood Avenue, Havant, is located to the north of ASDA on Larchwood Avenue. It is within a retail/industrial estate.

2 Planning History

00/50282/037 - Various non-illuminated freestanding and fascia signs.,
PERM,19/10/2000
00/50282/038 - Replacement internally illuminated double sided goal post sign to
south of existing Purbrook Way roundabout, PERM,07/12/2000
00/50282/039 - Retention of air handling plant and roof walkway., PERM,11/01/2001
00/50282/033 - Demolition of existing store and erection of new store with associated
car parking with revised access and siting (amendments to Planning Permissions
97/50282/ 22, /28 & /32), PERM,12/05/2000
00/50282/035 - Two non-illuminated free standing sign boards on eastern side of
access road, PERM,28/04/2000
99/50282/031 - Development of 3 industrial units (class B2, B8), PERM,19/07/1999
99/50282/032 - Amendments to store granted permission on 19th July 1999 ref.
98/50282/28 to pro
vide two customer entrances and subsequent revisions to store footprint, elevati
ons and car parking, PERM,25/11/1999
98/50282/028 - Demolition of existing store and industrial buildings and erection of
new store
with associated parking, landscaping, revised access, children's play area and p
icnic area (revised application) Readvertisement, PERM,19/07/1999
98/50282/029 - Height reduction and deadwood a Silver Birch tree and height and
reduction of ea
stern side of Hazel trees located adjacent to the rear garden of 34 Chestnut Ave
nue, within Woodland (W2) subject to TPO 908, PERM,05/11/1998
98/50282/030 - Erection of 30m high tower with 12 sector antennas, 8 dish antennas
and ancillar
y radio equipment housing at ground level within fenced compound, WD,07/04/1999
97/54870/007 - Two 5.7m high internally illuminated gantry signs, internally illuminated
ASDA I

etters on kiosk and canopy fascias and various non-illuminated signs (retrospective), PERM,17/04/1997
 97/50282/019 - Two gull wing trolley shelters to south of store entrance/exit and alteration of existing car parking layout to increase number of disabled and mother and toddler parking spaces, PERM,11/03/1997
 97/50282/020 - Outline application for erection of non-food retail unit and service yard (adjacent to the proposed redeveloped ASDA Hypermarket), WD,16/02/1998
 97/50282/021 - Demolition of existing Store and Industrial buildings and erection of new Store with associated car parking, WD,16/02/1998
 97/50282/022 - Demolition of existing Store and erection of new Store with associated car parking, PERM,30/03/1998
 97/50282/023 - Non-illuminated balloon with signage 31 metres above the ground, WD,30/08/1997
 96/50282/017 - Three wall mounted temporary panel signs to be illuminated by existing fittings on south, east and north elevations, PERM,17/12/1996
 96/50282/018 - Internally illuminated individual lettering to south east & north elevations, internally illuminated single side free standing feature sign to entrance & various (approx. 20) non-illuminated information/ directional signs, PERM,10/02/1997
 95/54870/006 - Relocation of internally illuminated 5.5m high monolith to north east side of site., ,18/12/1995
 95/50282/014 - Extension to the existing restaurant and kitchen facilities., PERM,95/50282/016 - Change of Use of vacant shop unit (Class A1) to taxi office, PERM,90/54870/001 - Erection of car wash, plant room and associated landscaping and access facilities., REF,03/01/1991
 90/54870/000 - 17 no. Illuminated Signs., NPW,23/04/1990
 91/54870/002 - Erection of automatic car wash associated plant room, PERM,91/54870/004 - Retrospective application for the erection of a free standing board sign adjoining roundabout., WD,10/07/1991
 91/54870/005 - Retrospective application for the erection of free standing board signs adjoining roundabout., REF,
 92/50282/011 - Details in pursuance of O/A permission 88/50282/4 (dated 9.2.89) for erection of retail warehouse for the sale of furniture(incl.floor covering electrical goods, DIY & etc., PERM,12/03/1992
 03/50282/043 - Installation of air handling plant on the existing Plant deck on the roof of the premises., PERM,30/07/2003
 03/50282/044 - Internally illuminated 'cashpoint' text to ATM surround and projecting sign., PERM,04/03/2004
 04/50282/045 - Retention of 1No. static non-illuminated shop fascia sign., PERM,05/05/2004
 04/50282/046 - Application for retention of new road island west of the existing highway roundabout and new vehicular entrance and egress adjacent to Superstore., PERM,25/05/2004
 04/54870/008 - Retention of 2No. non illuminated totem signs., PERM,05/05/2004

04/50282/047 - Installation of no. 6 plant units onto flat roof., PERM,20/08/2004

04/50282/048 - Four non-illuminated fascia signs to main store; several information signs within the site; one internally illuminated feature sign positioned north east of small roundabout., PERM,13/08/2004

05/50282/050 - Erection of a detached sectional POD building for storage purposes to the south of the main premises., PERM,20/10/2005

05/50282/052 - Display of various internally & externally illuminated signs and non-illuminated signs to the north east and south elevations of the premises and free standing signs throughout the grounds of the premises., PERM,09/01/2006

08/50282/054 - Demolition of existing ten pump drive and pay petrol filling station, to be replaced with new semi automated eight pump petrol filling station. Forecourt to be split 50/50 with four pumps fully automated and four pumps drive and pay., UNK,

08/54870/009 - Demolition of existing 10No. pump drive and pay petrol filling station, to be replaced with new semi automated 8No. pump petrol filling station. Forecourt to be split 50/50 with 4No. pumps fully automated and 4No. pumps drive and pay., PERM,18/02/2009

APP/10/00139 - Renewal of temporary Planning Permission 07/70403/001 for change of use of car park to Motorcycle Compulsory Basic Training School and stationing of container. , PERM,17/12/2010

APP/11/00993 - Construction of freestanding restaurant with drive-through, car parking and associated landscaping., PERM,15/10/2012

APP/11/00994 - Display of 1No. illuminated totem sign., WD,23/06/2011

APP/11/00996 - Display of 7No. illuminated fascia signs., WD,23/06/2011

APP/11/00997 - Display of 1No. illuminated Gateway height restrictor, 3No. illuminated totem signs, 1No. illuminated Poster board, 1No. illuminated triple unit totem sign, 2No. illuminated directional signs, 2No. non-illuminated Parking Order bay signs and 1No. non-illuminated Banner sign., WD,23/06/2011

APP/11/00998 - Display of 1No. illuminated freestanding directional sign., WD,23/06/2011

APP/11/01232 - Display of 1No. illuminated totem sign. (Re-submission.), PERM,02/04/2012

APP/11/01236 - Display of 1No. illuminated gateway height restrictor, 3No. illuminated totem signs, 1No. illuminated poster (Hero) board, 1No. illuminated triple unit totem sign, 2No. illuminated directional signs, 2No. non-illuminated parking order bay signs. (Re-submission.), PERM,02/04/2012

APP/11/01233 - Display of 1No. illuminated freestanding directional sign. (Re-submission.), REF,02/04/2012

APP/11/01234 - Display of 7No. illuminated fascia signs. (Re-submission.), PERM,02/04/2012

APP/12/00227 - Demolition of existing single storey pre-fabricated building and construction of new single storey extension and open-sided metal canopy to house Home Shopping hub., WD,03/05/2012

APP/12/00286 - Display of 4No banner signs, (non-illuminated), PERM,22/05/2012

APP/12/00468 - Demolition of existing single storey pre-fabricated building and construction of new single storey extension and open-sided metal canopy to house Home Shopping hub. (Revised application.), PERM,29/06/2012

APP/12/00784 - Display of 9No. illuminated signs, comprising 1No. Gateway height restrictor, 5No. Totem boards, 1No. Poster board and 2No. directional signs, and 9No. non-illuminated traffic and parking signs., PERM,16/10/2012

APP/13/00284 - Display of 1No. freestanding illuminated totem sign., PERM,17/05/2013

APP/13/00399 - Erection of canopy within the car park to support the customer collection service., PERM,20/06/2013

APP/13/00400 - Display of 4No. illuminated fascia signs, and 1No. illuminated

hoarding sign mounted on canopy; 3No. non-illuminated freestanding directional signs and 1No. non-illuminated information sign., PERM,21/06/2013

APP/13/00560 - Installation of a pedestrian crossing with dropped kerbs, tactile paving, beacons and associated engineering works., PERM,21/08/2013

APP/13/00858 - THE DEVELOPMENT HEREBY PERMITTED SHALL BE CARRIED OUT IN ACCORDANCE WITH THE FOLLOWING APPROVED PLANS: DESIGN AND ACCESS STATEMENT RECEIVED 6 JUNE 2013 LOCATION PLAN 4026-01 RECEIVED 26 JUNE 2013 PROPOSED ZEBRA CROSSING BLOCK PLAN 2256-16 REV B RECEIVED 6 JUNE 2013 PROPOSED ZEBRA CROSSING PLANNING DRAWING 2256-17 RECEIVED 6 JUNE 2013 REASON:- TO ENSURE PROVISION OF A SATISFACTORY DEVELOPMENT., UNK,

APP/14/00255 - Removal of existing 'Home Shopping' facility and creation of larger 'Home Shopping Facility with a canopy covered 5No. bay loading area and additional van parking area., PERM,30/05/2014

APP/16/00876 - Display of 4No. illuminated fascia signs; 1No. illuminated totem sign; 3No. illuminated panel signs; 11No. non-illuminated directional signs., PERM,17/02/2017

APP/16/00875 - The erection of a drive-thru restaurant (Use Class A3/A5), car parking, access, servicing, landscaping, engineering works and ancillary works (approved 17/02/2017). Request to Discharge Conditions 2, 4, 5, 6, 10, 14, 15 and 20 (10.04.2017). Request to Discharge Condition 7 (10.11.2017). Request to Discharge Condition 9 (07.12.17), PERM,17/02/2017

APP/17/01161 - Display of 1 No. internally illuminated pole sign, 1 No internally illuminated menu sign and 1 No. vinyl non-illuminated banner sign., PERM,21/12/2017

APP/18/00516 - Display of signage for Timpsons - 3No. internally illuminated fascia signs, 2No. non-illuminated panel signs (white and maroon) and 2No. non-illuminated panel signs (white and blue)., PERM,25/07/2018

APP/18/00743 - Display of 4 No. non-illuminated fascia signs and other associated signage to proposed new car wash facility. , PERM,08/10/2018

APP/18/00776 - Proposed installation of a new single lane drive through with canopy., PERM,20/09/2018

APP/18/00777 - Display of 4No. illuminated 'Drive Thru' canopy fascia signs for new drive thru lane., PERM,20/09/2018

APP/20/00269 - Construction of new coffee shop drive thru within existing car park., DEL,

3 Proposal

Display of 1No. internally illuminated static fascia sign to south, west and east elevations of Petrol Filling station forecourt canopy including "ASDA" light boxes and florescent strip.

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

DM10 (Pollution)

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

Arboriculturalist

I have no objection to this.

Councillor Gary Robinson

No Comment.

Councillor Kenneth Smith

No Comment.

Councillor Mark Inkster

No Comment.

Hampshire Highways

The Highway Authority raise no objection to the proposal, subject to the following condition:

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.

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: 10

Number of site notices: At least one site notice exists - check the number.

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

(i) Visual amenity

7.2 The proposed development would involve the display of 1No. internally illuminated static fascia sign to south, west and east elevations of Petrol Filling station forecourt canopy including "ASDA" light boxes and florescent strip.

7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 The Highways Authority were consulted on this application and raise no objection subject a condition. A condition to this effect has been recommended.

8. Conclusion

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

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00459

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

Location Plan
Site Block Plan
Site Plan
3D Renders Visuals
General Arrangement
Proposed Canopy Signage
Proposed Forecourt Plan
Advertisement Planning Statement

Reason: - To ensure provision of a satisfactory development.

2 The illumination of the consented signs 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 the amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

