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|-----------------|---------------------------------------------------------------------------------|---------------|--------------|
| Site Address:   | Tesco Stores Ltd, Solent Road, Havant, PO9 1TR                                  |               |              |
| Proposal:       | Display of 1No fast charger with media charging screen and 3No flag pole signs. |               |              |
| Application No: | APP/19/00878                                                                    | Expiry Date:  | 20/11/2019   |
| Applicant:      | Mr Horwood<br>Tesco                                                             |               |              |
| Agent:          |                                                                                 | Case Officer: | Sascha Haigh |
| Ward:           | St Faiths                                                                       |               |              |

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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## **1 Site Description**

The application site is a modern purpose built retail park containing a large Tesco superstore and petrol station. Opposite a variety of retail units and associated car parking. The area is of medium density consisting mainly of purpose build commercial units, close to St Faiths conservation area.

## **2 Planning History**

APP/12/00705 - Erection of canopy and associated works within the car park to support customer collection service. Permit 27/4/2012

APP/12/01022 - Adverts for canopy. Approved 23/11/2012.

APP/15/00736 - Replacement of existing click and collect canopy with new click and collect pod and canopy.

APP/15/00737 - Display of non-illuminated vinyl fascia to all four elevations of "Click and Collect" canopy and pod; 3No. directional signs and 1 No. new gantry slat.

## **3 Proposal**

Display of 1No fast charger with media charging screen and 3No flag pole signs. The media charging screen will be internally illuminated with illuminance levels of 250 cd/m<sup>2</sup> and the illumination will be static. The 3No flag pole signs will not be illuminated.

#### 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)  
CS17 (Concentration and Distribution of Development within the Urban Areas)  
DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)  
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)  
AL3 (Town, District and Local Centres)  
AL2 (Urban Area Boundaries and Undeveloped Gaps between Settlements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

#### 5 **Statutory and Non Statutory Consultations**

##### **Hampshire Highways**

The promotion of electric charging points for vehicles is supported by the County Council and therefore I confirm the Highway Authority have no objection to this application.

#### 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: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

| Comment              | Officer Comment |
|----------------------|-----------------|
| No comments received |                 |

## **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 The proposed signs would be situated in the car park underneath the existing elevated Tesco store. The car park is visible from Solent road, but the proposed signs will be deep set in the car park with an obscured view from Solent Road. The application site is an established purpose-built retail park with further retail units established opposite the site and along Solent Road. The proposed signs will be implemented in an area which is characterised by commercial premises and containing existing signage. The new signage is in context to the immediate vicinity and it is therefore judged it would not have an adverse impact on the street scene. It is not considered that the proposed adverts will cause any detriment to amenities of residents as the location includes signage expected within a vibrant and active retail area. It is considered the proposal covers requirements of policy DM21 of the HBLP (Allocations).

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 Hampshire Highways have been consulted and they support the promotion of electric charging points for vehicles and raise no objections to this development. It is not considered that any element of this scheme would create an unacceptable level of distraction to users of the adjacent highway.

(iii) Effect on residential amenity

7.5 Due to the location of the site being in a purpose built retail park and this proposal being located within the existing retail unit it is not considered that there will be any undue impact on residential amenity.

## **8.     Conclusion**

8.1 The application is considered to be acceptable and is recommended for approval.

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## 9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/00878 subject to the following conditions

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

podpoint datasheet  
Tesco branded units and signage Final concepts  
Flag details  
Media charger with screen details  
Existing Site Plans 02\_6002\_2A  
Proposed part site plan 02\_6002\_2C  
Proposed site plan 02\_6002\_2B

**Reason:** - To ensure provision of a satisfactory development.

- 2 No part of the signage shall be illuminated other than as hereby permitted.

**Reason:** In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

- 3 The illumination of the proposed sign shall be of a non-intermittent type.

**Reason:** In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

- 4 The intensity of illumination shall not exceed 250 candelas per m2.

**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).