
Site Address: ASDA, Larchwood Avenue, Havant, PO9 3QW
Proposal: Display of 4 No. non-illuminated fascia signs and other associated signage to proposed new car wash facility.
Application No: APP/18/00743 Expiry Date: 17/09/2018
Applicant: Mr Roberts
 Asda Stores Ltd.
Agent: Mr Marsh Case Officer: Bee Crawford
 Gleneagles Project Services
 Ltd
Ward: Bedhampton

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a large purpose built retail unit with associated parking, situated in an established commercial area with fast food restaurants and industrial units. It has a flat roof and elevations of cladding and glass panels. The proposal will be situated in the car park adjacent to the southern boundary of the site.

2 Planning History

APP/18/00742 - Removal of existing car wash and installation of new Hand car wash with cabin and canopy. This application is running concurrently with APP/18/00743.

3 Proposal

- 3.1 The proposal is for the display of 4 No. non-illuminated plastic fascia signs (blue and white), 4 non-illuminated associated signage and 1 set of digitally printed text (directly onto building) to proposed new car wash facility.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Arboriculturalist

No objection.

Highways Engineer, Development Engineer

The Highway Authority has no adverse comment 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: 26

Number of site notices: 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 The proposed signs would be displayed on the new car wash facility subject of planning application APP/18/00742, which is to be located within the car park of the Asda store adjacent to the southern boundary.

7.3 The new signage is in context to the immediate vicinity and it is therefore judged it would not have an adverse impact on the visual amenity of the immediate locality. It is considered the proposal meets the requirements of policy DM21 of the HBLP (Allocations). It is noted no objections have been received with respect to the scheme.

(ii) Highway safety

7.4 The development is situated adjacent to the car park of a large retail store and as such it is considered it would have minimal impact on highway safety.

(iii) Effect on residential amenity

7.5 The nearest residential properties are in excess of 60 metres away adjacent to a wooded area and are unlikely to be affected by the proposal.

8. Conclusion

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

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/18/00743 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 No part of the proposed signage shall be illuminated.
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 development hereby permitted shall be carried out in accordance with the following approved plans:

Drg no. LP01	Site location plan
Drg no. BP01	Block plan
Drg no. PL01	Proposed layout plan
Drg no. H104	Schedule of proposed signage
Drg no. CHQ.17.12391-PL05C	Proposed floor and elevations plan.

Reason: - To ensure provision of a satisfactory development.