
Site Address:	Asda Stores, Hambledon Road, Waterloooville, PO7 7XR		
Proposal:	Display of 3No. replacement internally illuminated fascia signs and 1No. internally illuminated totem.		
Application No:	APP/17/00258	Expiry Date:	10/05/2017
Applicant:	ASDA		
Agent:	Mr Black Whittam Cox Architects	Case Officer:	Lewis Oliver
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site consists of a large detached retail unit (ASDA). The unit has a mansard roof and is constructed primarily from brown multibrick. The level decreases at the site from east to west. Along the eastern side of the building is the primary access point for pedestrians entering the store from the town centre. To the west is an area for deliveries. There is a small car parking area to the south of the site, with the main parking area to the north. The latter is accessed from Maurepas Way to the west. There are two exit points from the northern car park one onto the northern section of Maurepas Way and the second onto the western section of Maurepas Way. The northern car park benefits from substantial tree screening along the site boundaries and is the location for the proposed development.

Waterloooville Community Centre is located within the northern car parking area of the site adjacent to the ASDA building; residential properties lie to the north-west.

2 Planning History

02/51763/016 - Application for advertisement consent to display 4 internally illuminated and 1 non illuminated sign (5 in total) on north west, north east, south east and south west elevations., PERM,09/07/2002
97/51763/014 - Single storey extension to store entrance area to provide for new automatic telling machines
, PERM,21/04/1997
97/51763/015 - Provision of new containerised plant equipment and replacement of existing roof mounted equipment to south west of main building (retrospective application), PERM,19/12/1997
96/51763/013 - Retention of 4 no. internally illuminated advertisement panels on wall adjoining precinct; wall facing ramp from car park; and wall to right of store entrance from ramps and car park, PERM,04/02/1997
91/51763/007 - Alterations to elevations of existing building including installation of 3 Automatic Teller Machines in north-east elevation, PERM,27/12/1991
91/51763/008 - Externally illuminated and non-illuminated signs on superstore building and miscellaneous non-illuminated signage to car park, ZHIS,06/01/1992
92/51763/009 - Free standing directional sign with halo illuminated letters, ZHIS,17/03/1992
93/51763/012 - Extension to restaurant area, PERM,26/01/1994
05/51763/017 - Erection of a free standing internally illuminated static sign adjacent to

vehicular access to car park., PERM,16/01/2006

06/51763/018 - To provide shelter to existing trolley park areas in supermarket car park., PERM,22/03/2006

06/51763/019 - Display of illuminated and non-illuminated fascia sign(s); wall-mounted signs (3); disc and post signs (44); window vinyl (16); acrylic letters (2); totem (3); twin posts (1) and vinyl logo (1) to whole of application site., PERM,11/12/2006

06/51763/020 - Proposal for 5 additional plant units, 7 additional trolley bays and a smoking shelter to the upper car park area., PERM,18/12/2006

APP/11/00228 - Installation of additional light columns and replacement of existing lighting columns to car park. Alterations to existing footpath incorporating new bollards. Road widening with alterations to existing kerbed island and realigned pedestrian crossing., PERM,23/06/2011

APP/11/01453 - Erection of extension to house Home Shopping;erection of metal canopy over van loading area; replacing the service yard gates with a metal sliding gate., UNK,

APP/11/01814 - Erection of single storey rear extensions to south west (rear) elevation, metal canopy over van loading area and replacement of existing gates with a metal sliding gate., PERM,17/04/2012

APP/12/00595 - Installation of 6No. banner signs, comprising 2No. single sided and 4No. double sided signs, within the car parking areas., PERM,07/08/2012

GEN/12/01152 - Request for response to solicitor letter., UNK,

APP/13/00398 - Erection of a new four pump petrol filling station on area of existing car park., PERM,06/08/2013

APP/13/00729 - Crown reduce height and laterals of 1No. Oak (T1) by 3m, subject to TPO 1744.
, PERM,12/09/2013

APP/13/00780 - Single storey canopy within the ASDA customer car park for use by customers using the grocery collection service., PERM,25/09/2013

APP/13/00781 - Display of 4No. illuminated and 2No. non-illuminated fascia signs around canopy; 3No. illuminated post mounted directional signs and amendment to existing totem sign., PERM,25/09/2013

APP/13/00866 - Display of 1No. illuminated Totem sign and 20No. non-illuminated signs consisting of canopy fascia panels, post mounted signs and directional signs., PERM,29/10/2013

APP/13/00984 - Discharge of Condition No.5 of Planning Permission APP/13/00398., PERM,14/11/2013

APP/14/00445 - Installation of a Car Park Valeting hand car wash concession within the car park at Asda Waterlooville. The scheme includes a cabin for equipment storage, a canopy for drying and detailing works and associated drainage channels connecting into existing foul drains., UNK,

APP/14/00452 - Installation of new refrigeration unit. (One to be made redundant), PERM,10/06/2014

GEN/14/00803 - Proposed Click & Collect at store., ,12/08/2014

GEN/15/00687 - Consultation on construction of new road/footpath/cycleway, bridge connecting the existing Taylor Wimpey development with Grainger Trust Development to include access road either side., ,06/07/2015 15:57:56

APP/15/01220 - Change of use of land from parking bays to area for hand car wash and valeting service, incorporating installation of a cabin, a canopied area for dry washing and an open area for wet washing.
, PERM,10/03/2016

APP/15/01389 - Replacement plant located on rear canopy roof., PERM,09/02/2016

3 Proposal

The proposal is for the display of 3No. replacement internally illuminated fascia signs and 1No. internally illuminated totem.

4 Policy Considerations

National Planning Policy Framework

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

Development Engineer - Highways

No objection

Property Services Manager, Corporate Group

With regard to APP/17/00258 I would advise that I have no comment in respect of the proposed development.

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: 43

Number of site notices: 1.

Statutory advertisement: Not applicable.

Number of representations received: 2

Comment	Officer Comment
The signs are out of keeping with the area	See paragraph 7.1 (i)
It has come to our attention that Asda in Waterloo ville have applied for planning permission to erect four sign's on to there building that will be illuminated at all times of the day and night, one of the signs would directly shine in to our customers windows as Golden Court strongly object to this	See paragraph 7.1 (i)

planning due to the effects to our customers.	
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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) Effect on visual amenity
- (ii) Highways safety

(i) Effect on visual amenity

Given that the site already features a large number of signs on the building, the majority of which are illuminated, the replacement signs would be unlikely to have any further impact on the character of the area. Furthermore very similar signs have been permitted on the building in the same location as the proposed internally illuminated fascia signs. The new signage is to have its letters only illuminated rather than the entire fascia.

Concern has been raised regarding the impact of the proposed signs on the occupants of Golden Court, which is to the north west of the main building, the nearest of which is identified as sign 60 on the application documents. This building is separated at this point by approximately 15 metres, with the footpath around the building separating the store from the neighbouring properties, which has street lights illuminating the path for safety purposes. In addition the sign is on the northern fascia, which does not directly face towards the neighbouring properties. Given this relationship, it is not considered that the adverts would have a significant adverse impact on the amenities of neighbouring properties.

The new sign on the eastern elevation (sign 63) principally faces Portland Road and the car parking area serving Golden Court.

The proposed totem sign, is to replace a similar advert which has now been removed. The sign is shown to be primarily green and white and will be used to for directional purposes. The sign again provides a functional use and is a form of development to be expected in such a location adjacent to a store entrance. The design, siting and use of colour is therefore not considered to appear visually intrusive.

(ii) Highways safety

The Council's Development Engineer has not highlighted a cause for concern relating to the use of the signs, therefore the proposed signage is considered acceptable in terms of its impact on highway safety.

8 Conclusion

The proposed siting, design, use of colour and level of illumination would not appear visually intrusive or result in an adverse impact to residential amenities of neighbouring properties. In addition the development is not considered to have a significant adverse impact on highway safety

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00258 subject to the following conditions:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
Site location plan PL_02
Site block plan PL_03
24977pl01 Page 01
24977pl01 Page 02
24977pl01 Page 05
Reason: - To ensure provision of a satisfactory development.