
Site Address: Tesco Stores Ltd, Solent Road, Havant, PO9 1TR
Proposal: Display of 5No. non-illuminated fascia signs and 8 No. other signs associated with proposed hand car wash and valeting operation.
Application No: APP/14/00994 Expiry Date: 21/11/2014
Applicant: Mr Bonnett Team: Team 1
 Waves Consultancy Limited
Agent: Case Officer: Sally Smith
Ward: St Faiths

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site involves 9 car parking spaces and a small area of a landscaped bed within the Tesco superstore car park. Access is taken over the vehicular circulation routes within the car park.

2 Planning History

The car park layout was part of the original permission for the store.

06/58840/015 - Temp permission for a car valeting area. permit for 5 years. 21/11/06 - else where on the site

APP/14/00993 - Change of use for nine parking spaces to hand car wash and valeting operation including office and canopy. Current

3 Proposal

The proposal is for 5 signs which they have described as fascia signs and 8 other signs. 4 signs have been removed as a result of making the end panel of the car wash clear under APP/14/00993. The larger 8 adverts are panels on the car wash ; 4 are plain blue and four contain the logo and the wording "We wash you shop". Tthe other signs are "menu" boards of prices and opening hours. All are non illuminated.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

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

None

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: 18

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: None

7 Planning Considerations

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

- (i) Impact upon public safety
- (ii) Impact upon amenity

(i) Impact upon public safety

The signs are contained on the car valeting structures and are non illuminated. They do not impact on the users of the public highway. As a result of changes to the end panel of the car wash so it is clear the consequence is that the signs have been removed from this end and therefore this should improve the safety of the use of the facility in terms of conflict between vehicles circulating within the car park - especially those approaching and turning off the main access within the store.

(ii) Impact upon amenity

The signs are within the confines of a retail car park and contained on the structures. They are not illuminated. They are considered acceptable for their location.

8 Conclusion

The signs are considered acceptable.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00994

subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application form

1:1250 Existing Site Plan 19.11.2014

1:500 Proposed Block Plan 19.11.2014

1:100 Proposed Detail Plan 19.11.2014

1:100 Proposed Elevations 26.11.2014

Proposed signage (excluding signs 9,10,11 and 12)

Reason: - To ensure provision of a satisfactory development.