
Site Address:	Tesco Stores Ltd, Solent Road, Havant, PO9 1TR		
Proposal:	Display of non-illuminated vinyl fascia to all four elevations of "Click and Collect" canopy and pod; 3No. directional signs and 1No. new gantry slat.		
Application No:	APP/15/00737	Expiry Date:	28/08/2015
Applicant:	Tesco Stores Ltd	Team:	Team 1
Agent:	Ms A Donkin	Case Officer:	Sally Smith
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is that of the click and collect facility at the western end of the Tesco store site - together with the access way to it

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. Current and complimentary application to the this proposal for adverts.

3 Proposal

The proposal is for a replacement illuminated slat in the entrance gantry sign, four non illuminated directional signs 2.1m from ground level and 1.25m x 1.25m and various non illuminated vinyl applied signs on the pod and canopy - the majority being white lettering on red background or photo graphics.

4 Policy Considerations

National Planning Policy Framework

Advertisement Regulations

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

Development Engineer - Highways - no adverse comment

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: 11

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) Effect on highway safety
- (ii) Impact on amenity

(i) Effect on highway safety.

No concerns have been raised by the Dev Engineer. In terms of the public highway the only signs that will be seen are the change in slat on the gantry and the directional sign at the entrance to the site. These should assist drivers and not hinder them.

(ii) Impact on amenity

The gantry sign will have no impact.

The entrance directional sign is to be placed at the back of the landscape bed. It is 2.1m from the ground and has dimensions of 1.25m square. This is considered acceptable.

The directional sign at the head of the access is to be placed adjacent to the fence which will match the positioning of the other signs in this area. It will also be 2.1m to the base of the sign to accord with the adjacent ones.

The signs on the click and collect are well within the site and will not be detrimental to the amenity of the area.

The signs on the pod and the canopy are all white on red vinyl - reflecting the store colours and relate to the existing signs on site.

All the signs are non illuminated but for the slat in the gantry. The gantry is already illuminated.

Therefore all the signs are considered acceptable.

8 Conclusion

It is not considered the signs will have any highway or amenity impacts that will be

detrimental and the proposal will accord with Allocations Policy DM21.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00737

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 1992
- 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 1992
- 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 1992.
- 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 1992.
- 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 1992.
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

Application Form
Design and Access Statement
Location Plan 17464-P001
Existing Site Plan 17464-P002
Existing Canopy Plan and Canopy 17464-P003
Proposed Site Plan and Directional Signage 17464-P004
Proposed Pod and Canopy Plan 17464-P005
Proposed Pod and Canopy Plan 17464-P006

Reason: - To ensure provision of a satisfactory development.

