
Site Address:	Asda Stores, Hambledon Road, Waterloooville, PO7 7XR		
Proposal:	Display of 4No. illuminated and 2No. non-illuminated fascia signs around canopy; 3No. illuminated post mounted directional signs and amendment to existing totem sign.		
Application No:	APP/13/00781	Expiry Date:	02/10/2013
Applicant:	ASDA	Team:	Team 2
Agent:	Mr/s Grooby	Case Officer:	Stephen Andrews
	Gleneagles Project Services		
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.

2 Planning History

Extensive planning history, the most relevant to this application being:

APP/13/00780 - Single storey canopy within the ASDA customer car park for use by customers using the grocery collection service. Under consideration.

3 Proposal

The application seeks advertisement consent for the display of 4 illuminated and 2 non illuminated fascia signs around the proposed canopy (subject to application APP/13/00780), 3 number illuminated post mounted directional signs and amendment to the existing totem sign at the western entrance of the site.

4 Policy Considerations

National Policies

National Planning Policy Framework

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - No objection

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: 168

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

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) Residential Amenity
- (iii) Highway Safety

(i) Visual amenity

The only signage that would be readily visible from the public domain is the revision to the totem sign at the western entrance of the site (off Maurepas Way). The proposed amendments do not significantly alter the scale and appearance of the existing sign and as such would maintain the existing visual appearance of this element of signage around the site.

The remaining signage would be located within the northern car park area, which benefits from significant screening around the site boundaries, particularly adjoining Maurepas Way to the north and west. It is not considered that the directional signage or illuminated signage above the canopy would be visually obtrusive within the site or the surrounding area and would be consistent with the commercial nature of the site.

(ii) Residential Amenity

The nearest residential development is in excess of 75m from the proposed signage. This distance, coupled with the screening afforded to this part of the site and low level of luminance proposed for some of the signs would suitably protect residential amenity.

(iii) Highway safety

The proposed totem sign would in effect up date the existing totem sign, located at the western entrance off Maurepas Way. It is considered that this element of the proposal would have no greater impact than this existing sign.

The remaining signage, illuminated and non-illuminated, would be located within the heavily screened northern car park. As such it is not considered that this would be readily visible or of a luminance that would cause an unacceptable distraction or risk to existing highway users. The Highways Engineer has confirmed that there is no highway objection to the signage.

8 Conclusion

The proposed advertisement signage is considered to be of a scale and appearance that is appropriate to the commercial nature of the site, in keeping with the surrounding area. It would be unlikely to distract users of the adjacent highway and would not adversely affect residential amenity. The application recommends that advertisement consent be granted subject to conditions.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00781, 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 intensity of illumination shall not exceed 100 candelas per m2.
Reason: In the interests of the amenities of the area.
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

Amended Location Plan 1:1250 - Drawing No. 0636.4188-(0)001 Rev.B
(Received 23 September 2013)
Proposed Directional Signage 1:50
Proposed Canopy Signage 1:100
Proposed Location of Signage 1:200/1:400/1:1000

Reason: - To ensure provision of a satisfactory development.