

**DEVELOPMENT MANAGEMENT COMMITTEE
18TH AUGUST 2021**

APPENDIX "A"

Application No. & Date Valid: **21/00074/FULPP** **4th February 2021**

Proposal: Construction of new Home Shopping storage areas and associated coldrooms, construction of new click & collect canopy and associated steelworks and associated works at **ASDA Westmead Farnborough Hampshire**

Applicant: ASDA Asda Stores Ltd

- Reasons:**
- 1 The proposal would result in the loss of an amenity area and trees having amenity value and would replace them with an incongruous structure with illuminated advertisements, to the detriment of the character and amenity of the area and therefore fails to provide high quality design that respects the character and appearance of the area or to improve the quality of the built environment and is therefore contrary to Policies DE1, DE6 and NE3 of the Rushmoor Local Plan.

 - 2 The proposal would have a detrimental impact upon the amenity of the nearby residents by reason of the increased traffic and activity at the rear of the building and the adverse impact upon the outlook from these properties due to the loss of established amenity trees and landscaping and their replacement with hardstanding and a structure bearing illuminated advertisements, contrary to Policy DE1 of the Rushmoor Local Plan.

**Application No.
& Date Valid:**

21/00075/ADVPP

4th February 2021

Proposal:

Display of four internally illuminated fascia signs on proposed new Click & Collect Canopies at rear of building at **ASDA Westmead Farnborough Hampshire**

Applicant:

ASDA Asda Stores Ltd

Reasons:

- 1 The proposed illuminated advertisements in combination with the construction of the click and collect facility, would have a detrimental impact upon the amenity of the nearby residents and upon the general character and visual amenity of the area and is therefore contrary to Policy DE9 of the Rushmoor Local Plan.