

The information, recommendations and advice contained in this report are correct as at the date of preparation, which is more than two weeks in advance of the Committee meeting. Because of these time constraints some reports may have been prepared in advance of the final date given for consultee responses or neighbour comment. Any changes or necessary updates to the report will be made orally at the Committee meeting.

Case Officer	Chris Jones
Application No.	21/00074/FULPP
Date Valid	4th February 2021
Expiry date of consultations	10th March 2021
Proposal	Construction of new Home Shopping storage areas and associated coldrooms, construction of new click & collect canopy and associated steelworks and associated works
Address	ASDA Westmead Farnborough Hampshire GU14 7LT
Ward	Empress
Applicant	ASDA Asda Stores Ltd
Agent	Mr Will Kilpatrick
Recommendation	Refuse
Case Officer	Chris Jones
Application No.	21/00075/ADVPP
Date Valid	4th February 2021
Expiry date of consultations	10 th March 2021
Proposal	Display of four internally illuminated fascia signs on proposed new Click & Collect Canopies at rear of building
Address	ASDA Westmead Farnborough Hampshire GU14 7LT
Ward	Empress

Applicant ASDA Asda Stores Ltd

Agent Mr Will Kilpatrick

Recommendation **Refuse**

Description

The above planning and advertisement consent applications relate to the rear of the Asda store which faces onto Westmead, a service road running between the rear of units facing Queensmead and the Asda/Princes Mead development. In the originally approved design for the store, the area to the rear of the store outside the main service yard comprised a relatively small hard surfaced area with the remainder being grass and landscaping with a number of trees. In June 2016, the Council granted planning permission for "Construction of a 'Home Shopping' link canopy and van loading canopy with 3m high fence and other associated works" 16/00027/FUL, and this development was subsequently carried out. The proposal included some enhancement to the landscaping and the provision of a knee-rail around the grassed area, to prevent unauthorised parking on the grass.

Planning application 21/00074/FULPP proposes to create a new customer click and collect facility, with three customer bays, situated beneath a canopy. A waiting space would be provided behind each customer service bay. The existing hardstanding would be enlarged and a new vehicular ingress from the highway would be provided to create a one-way system. Customers' vehicles leaving the facility would use the existing opening which also serves as entrance and exit for the Home Delivery vehicles. The canopy would consist of a profiled metal roof supported on a steel framework. It would measure 9.49m by 6.34m and would be 3.9m high. The submitted plans indicate that illuminated fascia signs would be added to the canopy, which are the subject of a separate application for Express Advertisement Consent 21/00075/ADVPP considered within this report.

Amended plans were submitted to clarify the direction of travel through the click and collect facility as the previously submitted drawings showed conflicting information. The plans also indicated that some additional tree planting would added to the remaining verge.

Customer collection lockers have previously been provided to the front of the store, with dedicated parking spaces adjacent to them – these were approved pursuant to planning permission 18/00789/FULPP. The lockers would be removed and the customer parking spaces would be converted to disabled parking bays.

The application description also refers to the creation of new cold rooms that would be associated with the click and collect facility. However, as these involve purely internal works, it is considered that these works do not constitute development requiring planning permission.

Application 21/00075/ADVPP seeks Express Advertisement Consent for illuminated fascia signs that would be added to the proposed click and collect canopy. The signs would be added to each elevation of the canopy and each sign would comprise a non-illuminated fascia, coloured green, with an internally illuminated glow-line running beneath it. On the north and south elevations, a set of internally illuminated letters would be displayed, 0.44m high and giving the store name.

Determination of these applications was delayed to allow submission of further amended plans. However, no such plans have been forthcoming.

Consultee Responses

HCC Highways Development Planning No Objection to either application.

Environmental Health No Objection to planning application, subject to an hours of use condition.

RBC Regeneration Team No comment received.

Neighbours notified

In addition to posting a site notice, 33 individual letters of notification were sent to properties in Queensmead, Dukes Court and Westmead.

Neighbour comments

Objections have been received from the occupiers of Flat 3, Dukes Court, Queensmead in relation to planning application 21/00074/FULPP. Objection reasons: Due to increased traffic, it will have a negative effect on surrounding air quality. It will also increase the noise disturbance affecting residence of Westmead & Dukes Court. Deliveries to the rear of the premises are currently restricted after 10pm however this proposal would allow increased traffic to the rear of the premises until midnight. The respondent asks whether it is appropriate for a busy supermarket to open a click & collect point within 100 yards from their home

Objections have also been received from the occupants of 94 Westmead, Farnborough in relation to the planning application

- 1) Dangerous access to C&C via delivery apron on a blind bend with lorries reversing into Asda's yard, they wait on the apron & in lorry park obscuring vision of vehicles up & down Westmead so having a entrance or exit near to the bend would be hazardous for all.
- 2) Not enough area for parking & moving cars along with home delivery vans (16 soon) being loaded & unloaded & repairs to vans.
- 3) No sound proofing to stop extra noise & nuisance to residences
- 4) Loss of landscaping, loss of trees etc.

No representations were received in relation to the application for advertisement consent.

Policy and determining issues

The site is located within Farnborough Town Centre and within the Primary Shopping Area as defined on the Policies map of the Rushmoor Local Plan and Policies SP2 (Farnborough Town Centre), DE1 (Design in the Built Environment), DE6 (Open Space, Sport and Recreation), IN2 (Transport), NE3 (Trees and Landscaping) and NE8 (Sustainable Drainage Systems) are considered to be relevant to the planning application. Policy DE9 - Advertisements, is considered to be relevant to the application for Express Advertisement Consent.

For the planning application, the main determining issues are considered to be the principle of the development, the impact upon visual amenity and the character of the area, the impact upon residential amenity, highway safety, impact upon amenity trees and provision for surface water drainage.

For the advertisement application, the main determining issues are considered to be the impact upon highway safety, the impact upon adjoining land uses and the impact upon the character of the area.

Commentary

Planning Application 21/00074/FULPP –

Principle-

The application relates to a major Town Centre store and it is considered that a proposal to create a grocery collection facility is acceptable in principle, provided that it complies with relevant policies. The Council has previously supported such proposals, including the provision of collection lockers as approved under planning permission 18/00789/FULPP as noted above and prior to this, when planning permission 15/00079/FULPP was granted for a similar but smaller structure to that currently proposed in the car park to the front of the store. This structure was erected but has since been removed. An important consideration however is where within the premises the structure is located, as the previously approved proposals were located well within the site boundaries and where, unlike the current proposal, they were less likely to have any impact upon adjoining uses or the appearance of the site when viewed from outside the site.

Impact upon Character, Amenity and Trees-

The grassed area upon which it is proposed to erect the canopy is all that remains of the landscaped area that was incorporated in the original design of the Asda/Princes Mead development, which was intended to act as a buffer between the new store and the units opposite them fronting Queensmead and the flats above them, which are addressed as Westmead. At the time when the application for the Home Delivery Canopy was being considered, the majority of the grassed area was being used as an informal carpark by employees of the store and, in many places, the grass had been worn away. It was therefore considered that its amenity value was much reduced. However, while the proposed canopy would result in the permanent loss of a significant section of this land, the planning application also proposed some additional planting and, perhaps more importantly for the current application, the enclosure of the grassed area by a knee-rail to prevent its continued use as an informal parking area. The Council considered that this would result in a significant improvement to the character and amenity of the area and that this would outweigh any adverse impact upon amenity due to the redevelopment of part of the open area and planning permission was granted. The passage of time has shown that the assumptions made by the Council at this time were generally correct and it is considered that the land, together with the birch and pine trees that grow upon it, may be considered as amenity land that is afforded protection by Policy DE6 of the Rushmoor Local Plan. The proposal would result in the majority of the remaining grassed area being removed, leaving only a narrow strip around the road edge, varying between 0.8m in width to 1.5m adjoining the canopy. While amended plans have been submitted to show some trees would be planted on this strip, it is considered that they are unlikely to provide any significant screening of the installation (particularly as the canopy would feature illuminated fascia signs) and would not compensate for the loss of the open area and the established trees on the land, which are

part of the landscaping of the development. In consequence of the above, it is considered that the proposal would fail to include high quality design that respects the character of the area, fails to make a positive contribution to the public realm, would result in the loss of open space having amenity value and would result in the loss of amenity trees worthy of retention. The proposal is thus contrary to Policies DE1, DE6 and NE3.

Impact upon Residential Amenity-

The proposed click and collect facility would be located approximately 31m from the flats opposite in Westmead and 26m from those in Dukes Court. These adjoining properties already experience noise from delivery vehicles entering and leaving the store's main service yard, from home delivery vehicles and from delivery vehicles delivering to the other stores in Queens Mead and Princes Mead. While this is perhaps to be expected in a town centre location, it is considered that the proposal would result in an increase in traffic flows in this area, and also would introduce a new type of traffic here, as customers of the store currently have no reason to travel to the rear of the store. If the facility is popular, the number of vehicle movements could be significant. The applicant originally indicated that the facility would be open for the same hours as the store, which are 0700 – 0000hrs Monday to Friday, 0700-2200hrs on Saturdays and 1000-1600hrs on Sundays. However, in response to concerns, the applicants have indicated that they would accept a condition limiting the hours to 0800-2000hrs and on that basis, Environmental Health do not consider that a noise nuisance would occur, and have raised no objection to the proposal, subject to the imposition of such a condition. Nevertheless, it is considered that the increased traffic and activity in this area will have some impact upon residential amenity. It is considered that the proposal to remove existing established trees and landscaping and to replace them with increased hardstanding and a structure bearing illuminated advertisements in an area without similar advertisements will have a detrimental impact upon the outlook of the residents in the nearby flats. It is therefore considered that the combined effect of increased traffic and noise and the loss of trees and amenity land would result in significant harm to residential amenity and is thus contrary to Policy DE1 of the Rushmoor Local Plan.

Highway Safety-

The proposal would involve the creation of a new vehicular access point from the highway, which would be located on a curve in the road. With the one-way system proposed, Hampshire County Council's Development Planners have raised no objection to the proposal on Highway Safety grounds. It is considered that the layout proposed does give rise to the possibility for conflicting movements between the customers using the click and collect facility and Home Delivery drivers reversing out of the loading canopy and for delivery vans returning to the site. However, as there will ample opportunity for these vehicles to enter and leave the site while customers' vehicles are being loaded, it is considered that the arrangements are unlikely to result in serious accident. Part of the existing hardstanding where the click and collect facility would be constructed is currently used to park the store's Home Delivery vans when not in use and four vehicles are commonly seen to be parked here. No explanation has been given as to where these vehicles will be parked in the current application. However, there are roadside parking bays in which the vehicles could be lawfully parked as they were prior to the construction of the Home Delivery Canopy and if such spaces were insufficient, there is no doubt that they could be parked elsewhere within the store's carpark. An objection on highway safety grounds cannot therefore be sustained on this basis. It is noted however that if the store resumed parking of the delivery vans on the highway as prior to the construction of the Home Delivery Canopy, this would be an indication that the proposal would undermine the improvements to the area that have previously been achieved.

Surface Water Drainage-

The proposal involves an increase in the area of hardstanding and the proposal gives no indication of how surface water runoff would be dealt with. This could be dealt with by a condition if the Council were minded to grant planning permission.

Conclusion –

It is considered that while the applicant's desire to provide a click and collect facility at this store is entirely reasonable, the location proposed would have a disproportionately great and adverse impact upon the amenity of the area and the outlook and amenity of nearby residents when compared with any other position within the store or its car park that might have been chosen. The location appears to have been selected with the convenience of the staff as being the primary consideration and no evidence has been provided to show that this is the only practical location for the facility. Accordingly, having regard to the harm that the proposal would have upon the character and amenity of the area and upon residential amenity, the proposal should be refused on the grounds that it is contrary to Policies DE1, DE6 and NE3 of the Rushmoor Local Plan.

Advertisement Consent application 21/00075/ADVPP –

Impact on Highway Safety-

With respect to the impact of the proposed advertisements upon highway safety, it is noted that the Local Highways Authority have raised no objection to the proposal on these grounds.

Impact upon Adjoining Land Uses and Character of the Area-

With regard to the impact upon adjoining land uses, it is considered that the proposal would have little impact upon the commercial units on the opposite side of Westmead. The proposed advertisements would be visible from the residential flats over the commercial units and from those in Dukes Court. There are no existing illuminated advertisements in this area and there is concern that the current proposal to add illuminated advertisements to the canopy would add to the adverse impact upon residential outlook that would arise from the removal of the existing landscaped area and established trees that would be necessary to construct the proposed click and collect facility.

Similarly, it is considered that the proposal to add illuminated advertisements to the canopy would increase the detrimental impact of the proposal upon the character of the area that would result from the removal of established trees and landscaping that would be required in order to carry out the development proposed in planning application 21/00074/FULPP.

It is therefore considered that the proposal, 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.

Full Recommendation

It is recommended that:

Recommendation A -

In respect of planning application 21/00074/FULPP – planning permission be REFUSED for the following 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.

Informatives

- 1 INFORMATIVE – The Local Planning Authority's commitment to working with the applicants in a positive and proactive way is demonstrated by its offer of pre-application discussion to all, and assistance in the validation and determination of applications through the provision of clear guidance regarding necessary supporting information or amendments both before and after submission, in line with the National Planning Policy Framework.

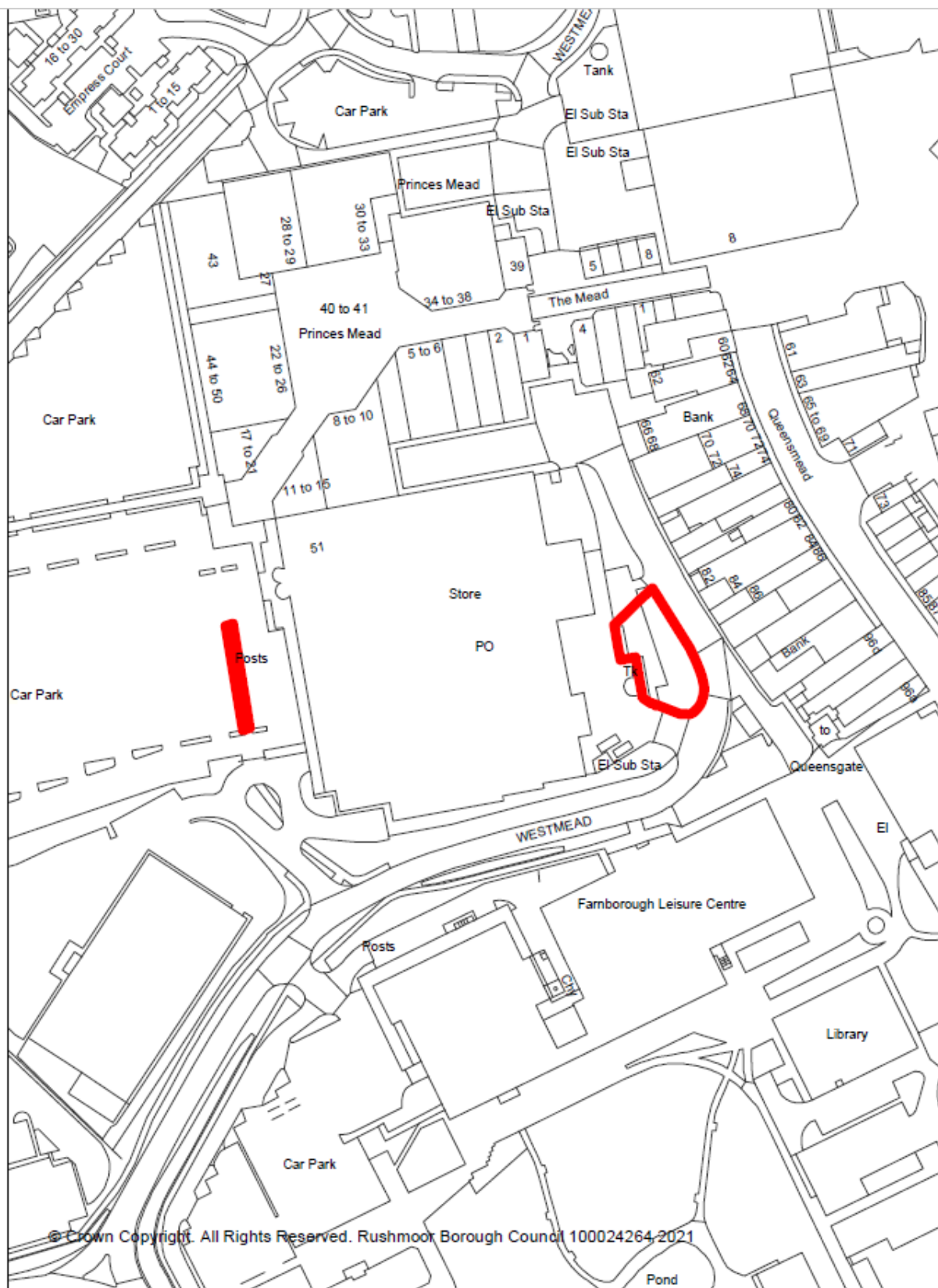
Recommendation B

Application for Express Advertise Consent 21/00075/ADVPP be REFUSED for the following 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.

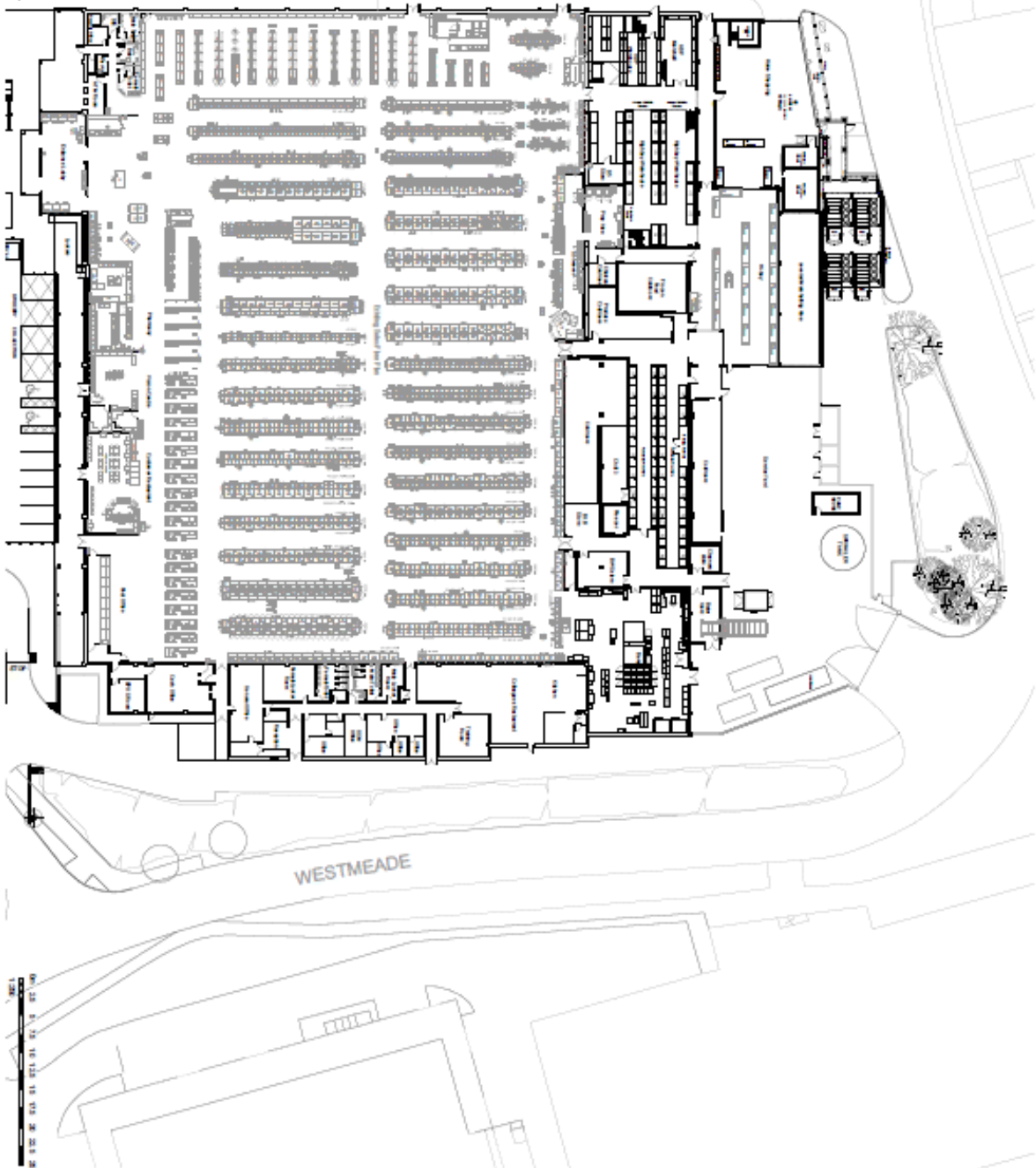
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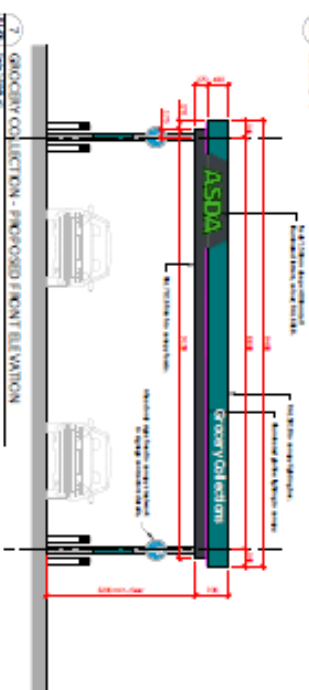
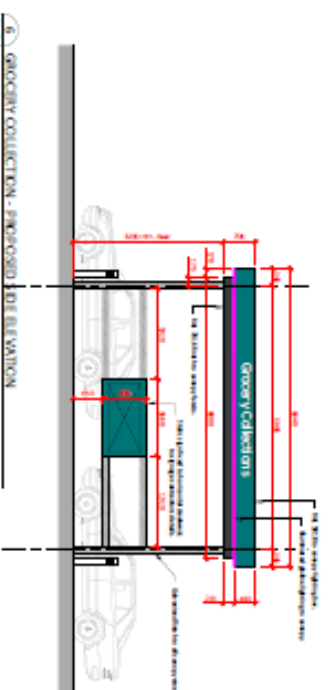
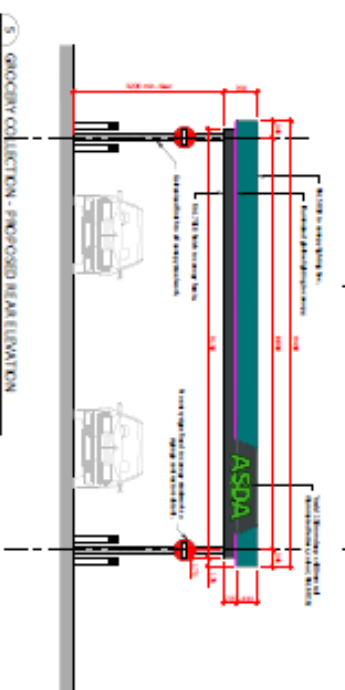
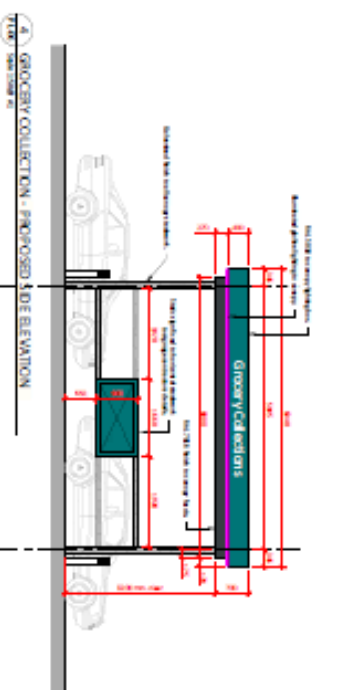
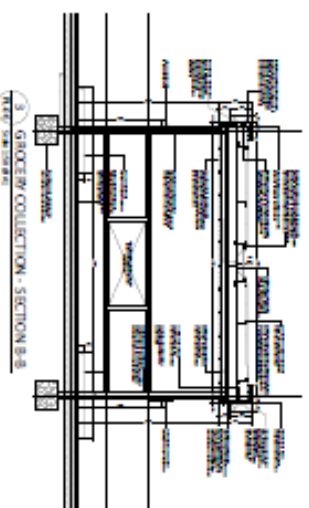
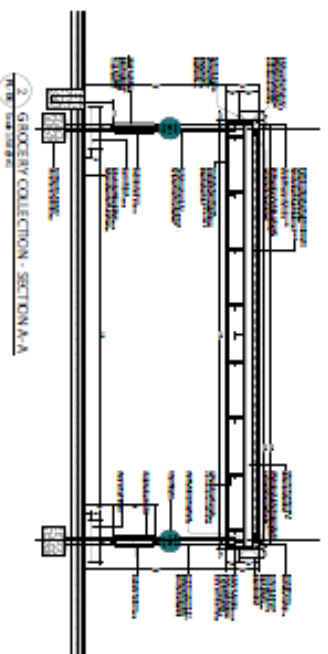
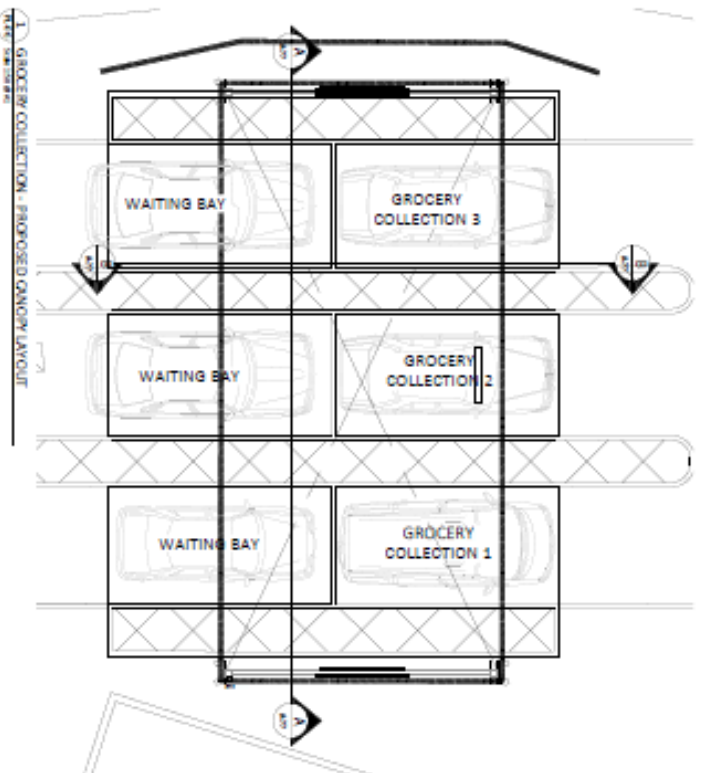


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1. EXISTING GROUND FLOOR PLAN



ASDA	
PLANNING	
PROJECTED INVESTMENT	
WORKS	
ASDA/INVESTMENT	
EXISTING GROUND	
FLOOR PLAN	
DATE: 10/10/10	
DRAWN BY: [Name]	
CHECKED BY: [Name]	
APPROVED BY: [Name]	
SCALE: 1/8" = 1'-0"	
SHEET: 1 OF 1	



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ASDA

PROPOSED HOME SHOPPING
MAGNETIC
ASDA HARBOROUGH
PROPOSED Q&A AND COLLECT
AND CANOPY DETAILS

PROJECT NO: 10000000000000000000
DATE: 10/10/2018
DRAWN BY: 10000000000000000000
CHECKED BY: 10000000000000000000
APPROVED BY: 10000000000000000000

10000000000000000000