
Site Address:	Genesis Care Hospital, Bartons Road, Havant, PO9 5NP		
Proposal:	Display of 2No fence mounted signs.		
Application No:	APP/19/00014	Expiry Date:	12/04/2019
Applicant:	Mrs K Atkinson		
Agent:		Case Officer:	Rachel Ballam
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site occupies a relatively isolated corner position to the north of Bartons Road, from which the site is accessed, and west of Horndean Road. Development within the site is comprised of the Genesis Care oncology centre and Portsmouth Spire hospital with ample car parking provision. The site is well screened from the surrounding area by a border of mature trees and planting. A timber post fence borders the front site boundary either side of the unclassified access road off of Bartons Road.

2 Planning History

09/50855/005 - Display of 1.5m x 3m banner sited on steel frame 3m high behind boundary fence., REF,28/10/2009

3 Proposal

The application proposes 2 no. non-illuminated fence-mounted signs to be positioned either side of the site entrance. The identical signs would measure 1.7m in width by 0.82m in height. The signs would be constructed from powder coated aluminium and would feature a white background with green lettering.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Engineer, Development Engineer

The Highway Authority has no adverse comment to this application

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: 0

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received:

Comment	Officer Comment
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Summary:

Comment:

7 Planning Considerations

7.1 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) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The proposed signs would not appear overlarge or imposing in context to their setting and would not impact negatively upon the character of the street scene. The colours and material would be appropriate to the application site.

7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 The proposed signs would be flush with the existing boundary fence and would not be illuminated. The Highway Authority have been consulted with regards to the proposed scheme and raised no concerns in respect of the signs. As such it is considered that the proposal would not have a negative impact upon highway safety.

(iii) Effect on residential amenity

7.5 Owing to the isolated nature of the application site relative to nearby residential settlements and dwellings the proposed signs would not impact upon the amenities of residential development.

8. Conclusion

8.1 The proposed signs/sign are/is considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/00014 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:
DWG no. 004407 R01 - SITE SIGNAGE PROPOSAL
Photograph showing Location of Signs
Block Plan
Location Plan
Application Form
Reason: - To ensure provision of a satisfactory development.