

Site Address: Hooks Lane Ground Clubhouse, Fraser Road, Havant,
PO9 3EJ

Proposal: Retention of 12No. wall mounted non illuminated signs (A-F & H-M);
display of 1No. additional wall mounted non illuminated sign (G).

Application No: APP/21/01453 Expiry Date: 17/03/2022

Applicant: Mr Mangnell

Agent: Mr Lawrence Case Officer: Selina Donophy

ACHIEVE - Town Planning and
Urban Design Ltd

Ward: Bedhampton

1 Site Description

2 Planning History

Planning Permission APP/17/01327(Artificial Grass Pitch, with new floodlighting)., PERM,12/09/2019

APP/19/00828 - Variation of Condition 2 relating to elevation and balcony alterations and removal of Condition 3 relating to artificial turf pitch of Planning Permission APP/15/00832.

, PERM,25/11/2019

APP/20/01019 - Conversion of existing Multi-games play area (MUGA) into a car park, by way of, creating a connection through the existing car park serving the rugby club, and associated footpath and lighting alterations., PERM,30/04/2021

3 Proposal

Retention of 12No. wall mounted non illuminated signs (A-F & H-M); display of 1No. additional wall mounted non illuminated sign (G).

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor D Guest

No comment

Councillor Gary Robinson

I, and other members, am keen to support this application for the rugby club so it would be helpful to understand as early as possible your likely recommendation.

Councillor Mark Inkster

No comment

Hampshire Highways

Thank you for your consultation on the above planning application. The Highway

Authority wish to make the following comments.

Due to the scale of the proposal and that there is no change to the vehicular access, HCC's standing advice should be referred to in the first instance. As a result, the Highway Authority will not provide detailed comments on this planning application. For more information on standing advice please use the following link: www.hants.gov.uk/transport/developers/consultation

Property Services Manager

I can confirm historical consent has been provided for the 12 x wall mounted non-illuminated signs and consent has recently been provided for the new non-illuminated sign. Consents were provided by HBC, as landlord, under the terms of the 'clubhouse' lease to Havant Rugby Football Club.

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: 15

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received	

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 This retrospective proposal comprises signage to the sports stand to the north and south elevations - to the south elevation there are 13 advertisements in situ and to the north elevation there are 2 advertisements. None of the advertisements would be illuminated. These include signage for the sports teams, venue as well and local businesses. These are not deemed to be harmful additions to the building and help to promote the community use.

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 stand would be set back from Fraser Road to the south by approximately 30 metres and to the north of the site is the rugby ground . The signs would not be illuminated so are unlikely to result in any impact on highway safety. Highways have been consulted and have not upheld any objection to the signage.

(iii) Effect on residential amenity

- 7.5 To the south of Fraser Road is the St Johns Ambulance building and Scout Centre with residential properties to the south east and to the east of the site. There would be a large separation distance between the stand and the residential properties and as the signage would not be illuminated this is not deemed to pose any neighbour amenity issues.

8. Conclusion

- 8.1 The proposed signs are 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/21/01453

subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

Block plan uploaded on the 23.12.2021
Elevations signage uploaded on the 23.12.2021
Site location plan uploaded on the 23.12.2021
Location plan uploaded on the 23.12.2021
Covering letter uploaded on the 23.12.2021
Photographs to signage schedule uploaded on the 23.12.2021
Schedule of signs uploaded on the 23.12.2021

Reason: - To ensure provision of a satisfactory development.