
Site Address:	Camp Field (land to the west of Havant Crematorium), Bartons Road, Havant		
Proposal:	Display of 1No. non-illuminated stack sign on timber posts with ACM face panels.		
Application No:	APP/21/00423	Expiry Date:	07/06/2021
Applicant:	Mr P Hodgson Redrow Homes		
Agent:		Case Officer:	Paige Harvey
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

To the north-east of the site is Havant Crematorium with the Crematorium's access road running to the east of the site. The approach road to the Crematorium and the ground of the Crematorium are landscaped and there is an attractive stone wall and gate marking the entrance. Further to the east beyond the access road is Spire Hospital Portsmouth (a private health care facility).

Bartons road runs to Southern side of site with a wide road verge which includes some trees and hedges. As evidenced by the surrounding buildings and uses, the site is located on the interface between the build up area and the non-urban area with other individual uses such as the Crematorium and Hospital nearby.

2 Planning History

APP/19/00007 - Outline Application for access with all other matters reserved, for up to 72 new homes plus associated green infrastructure including community orchard, PERM,05/10/2020

APP/19/00537 - Extension of the parking area to provide 44 additional car parking spaces (Approved 19/09/2019). Request to Discharge Condition 3 (21/10/2019)., PERM,19/09/2019

APP/21/00300 - Application for non material amendment to planning permission APP/19/00007 to allow for 70 dwellings., PERM,29/04/2021

3 Proposal

Display of 1No. non-illuminated stack sign on timber posts with ACM face panels.

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

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Arboriculturalist, Havant Borough Council

No trees affected, no objection.

Councillor D Guest - St Faith's

No comment

Councillor J Branson - St Faiths

No comment

Councillor T Pike - St Faith's

No comment

Hampshire Highways

Proposed signage is set back from highway and will therefore not impact on road users. Highway authority have 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: 10

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

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 sign is to be situated at the front of the site and would be visible from the public realm. It is considered that the proposal would not adversely affect the character and appearance of the area and would not have a harmful effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

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 Hampshire highways have been consulted and does not raise any issues on the proposed signage with regards to highway safety as it is set back from the road.

(iii) Effect on residential amenity

7.5 The signage proposed is to be non-illuminated and would not have a significant impact on the local residential amenity.

8. **Conclusion**

8.1 The proposed sign 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/21/00423 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:

Sales signage block plan received 02/05/2021
Sales signage location plan received 02/05/2021
Stack sign detail received 02/05/2021

Reason: To ensure provision of a satisfactory development.

- 3 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

- 4 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 2007.

- 5 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 2007.

- 6 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 2007.

- 7 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 2007.