
Site Address:	Havant College, Barncroft Way, Havant, PO9 1QL		
Proposal:	Display of 1No. pole mounted banner system.		
Application No:	APP/15/00639	Expiry Date:	04/08/2015
Applicant:	Mr Wade	Team:	Team 1
Agent:	Mr Maltby	Case Officer:	David Eaves
	Super Signs Ltd		
Ward:	Bedhampton		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site forms part of the grounds of Havant College and is located at the junction of Petersfield Road and New Road. The site is fronted by a significant hedge and there is an existing illuminated tall sign adjacent to the proposed site.

2 Planning History

Relevant recent advert:

<u>APP/13/00385</u>	Display of 1No. illuminated Triangular Monolith sign.	Permitted
June 2013		

3 Proposal

The proposal is for the erection of a pole mounted banner system. The two poles would be 3.4m high and the banner size would be 1.5m high and 4m wide and be located to the rear of a hawthorn hedge. The contents of the banner would change and be used to advertise college events and open days etc. The advert would not be illuminated.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16	(High Quality Design)
CS7	()

Havant Borough Local Plan (Allocations) July 2014

DM21	(Shopfronts, Signs, Security Shutters and Advertisements)
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Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways

I would be happy if the advert application could be condition for its use to be tied to the college and therefore could only be used to advertise events that are linked to the running of the college and not for commercial advertising over which we would have no content control.

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: 20

Number of site notices: 1

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) Principle of development
- (ii) Impact on the streetscene/amenity
- (iii) Impact on highway safety

- (i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

- (ii) Impact on the streetscene/amenity

The banner sign would be located in a prominent location at the junction of busy roads. The banner would however be located adjacent to an existing permanent sign and would be used to advertise open days and events promoting Havant Sixth Form College an important part of Havant's educational offer. The advert should make the college more inclusive and attract new potential students to the site. It is considered that the site is the most appropriate in terms of reaching the largest level of interest (the Barncroft Way site entrance location being less visible from passing cars and pedestrians).

Overall it is considered that the proposed banner system would have an acceptable impact on the visual amenities of the area.

(iii) Impact on highway safety

It is considered that the proposed advertisement would have an acceptable impact on highway safety.

8 **Conclusion**

In conclusion, the proposed advertisement is considered acceptable in principle and would have an acceptable impact on amenity and highway safety.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00639

(A) subject to the following conditions

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

Planning Statement received 9th June 2015
Location Plan OS License No. 100030848
Site Plan OS License No. 100030848
Design Concept Drawing Details Rev 0
Design Concept Drawing Elevation Rev 0

Reason: - To ensure provision of a satisfactory development.

- 2 The banners displayed as a result of this consent shall be related to the operation and activities of Havant College only and for no other purpose whatsoever.

Reason: The display of banner adverts unassociated with Havant College in this location would not be justified having due regard to policies CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014 together with the National Planning Policy Framework 2012.

- 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 2007.

- 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.