
Site Address:	Land west of Bupa Hospital, Bartons Road, Havant		
Proposal:	Display of 2No. non-illuminated entrance signs.		
Application No:	APP/13/00818	Expiry Date:	15/10/2013
Applicant:	The Southern Co-operative Ltd	Team:	Team 2
	C/O Agent		
Agent:	Mr Bone	Case Officer:	Richard Nash
	PWP architects		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site comprises the access to a new crematorium currently under construction on the north side of Bartons Road, to the west of its junction with Eastleigh Road. There is sporadic development along this section of Bartons Road, including the BUPA Hospital to the east of the site. However, the area immediately around the site of the current proposal is generally open in character.

2 Planning History

53322/001
Proposed Crematorium
Approved by East Hampshire District Council

APP/11/01561
Formation of new access and approach road and related off-site highway works
Approved

APP/12/00485
Variation to Section 106 agreement in order to exempt area of crematorium permitted under planning permission APP/11/01561 from terms of agreement
Current Application

APP/12/01085
Discharge of Condition Nos 3, 4, 5, 6 and 8 of Planning Permission APP/11/01561
Partly Approved

APP/13/00817
Proposed new feature walls either side of approved vehicular access, including pair of five bar timber gates
Current Application

3 Proposal

The current application proposes the display of 2 No. non-illuminated entrance signs. The signs would be attached to walls, which are the subject of a concurrent application for planning permission.

4 Policy Considerations

National Policies
National Planning Policy Framework ('NPPF')

Listed Building Grade: Not applicable
Conservation Area: Not applicable

5 Statutory and Non Statutory Consultations

Development Engineer:
No adverse comments.

East Hampshire District Council:
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: 7

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received:0

7 Planning Considerations

Paragraph 67 of the NPPF requires that advertisements should be subject to planning controls only in the interests of amenity and public safety, taking account of cumulative impacts. The proposed signs would be non-illuminated and of an appropriate scale, siting, design and colour within the context of the walling they would be affixed to and the overall crematorium site. Furthermore, the Development Engineer has raised no objection to the proposal on highway grounds.

8 Conclusion

Taking account of both individual and cumulative impact, the proposed advertisements would not have a detrimental impact on amenity or public safety. The application for advertisement consent should therefore be approved.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00818, subject to the following conditions:

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

4830 4003 Revision A (Site Location and Block Plan)

4830 4001 Revision B (Proposed Plans and Elevations)
Design, Access and Planning Statement

Reason: - To ensure provision of a satisfactory development.

- 2 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
- 3 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 1992
- 4 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 1992.
- 5 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 1992.
- 6 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 1992.