

CLIENT : The Southern Cooperative Ltd

PROJECT : Front entrance feature walls signage and gates to Crematorium (currently under construction)

LOCATION : Land West of Bupa Hospital, Bartons Road, Havant

DATE : August 2013



Illustrative view of proposed entrance from Barton's Road



Illustrative plan view of proposed entrance and carriage widening on Barton's Road

Image 1: Image of gate and walls as submitted within the D & A statement as part of main planning application for the Crematorium

1.0 Context

Permission for a new Crematorium off Bartons Road was approved by Havant Borough Council in March 2012. with the description as follows: *Formation of new access and approach road and related off-site highway works - all to serve new crematorium building and associated features the subject of related application 53322/001 to East Hampshire District Council.* The position of the front vehicular entrance is as the previous full permission

for the crematorium APP/11/01561. This application is limited to requesting permission for the two feature walls on either side of the approved entrance, the signage attached to the feature walls and the gates.

2.0 Proposed Entrance

After reading directional road signs elsewhere to navigate towards the Bartons Road Site, visitors will need to be assured that they have arrived at the right place. This sense of arrival is created by the feature walls and the signs acting together. Being positioned on either side of the entrance visitors are shown they have arrived whether they are travelling from the East or West. The Gates are there only for securing the site out of hours and for the most part will be in their open position.

2.1 Amount

With deer fencing behind the wall, the height of the wall has been chosen to mask this. We have been careful to avoid all visibility splays for leaving the site as agreed between our highways consultant and Hampshire County Council as part of discussions for the original application and the subsequent Section 278 Works.

2.2 Scale

The size of the sign has been considered large enough to be read from far enough away to make traffic flows smooth, without being overly large. As the site is only open during daylight hours we are not proposing illumination to the sign.

2.3 Landscaping

The landscaping of this area of the site will continue as per the previously approved main application drawings.

2.4 Appearance

The materials have been carefully chosen and fully match those on the main building. The Gates are in timber to reflect the semi-rural nature of the site.

3.0 Conclusion

The front entrance marks the access point for a public building that over time will become well known. The signage and feature walls have been designed not to be too much of a statement so as to be at odds with the semi-rural setting, but enough to make them fulfil their role as way-finders. As the materials are those as previously approved for the main building it would be appreciated if a condition requesting samples to be submitted was not issued with an permission.