

DELEGATED OFFICER REPORT

PROPOSAL	Advertisement Consent for Proposed Installation of signage to include: 2x single sided post mounted directional signs (illuminated), 1x double sided post mounted directional signs (illuminated), 2x sets of individual letters and 1x single sided wall mounted entrance pane (illuminated).
LOCATION:	HAZELTON GARDENS, HART PLAIN AVENUE, WATERLOOVILLE, PO8 8RX
REFERENCE NO:	APP/25/00906
APPLICANT:	MR STEVE ARION
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	28/11/2025
APPLICATION EXPIRY DATE:	29/12/2025
WARD:	Hart Plain
SUMMARY RECOMMENDATION:	Approve with Conditions

1. Site Description

- 1.1 Hazelton Gardens is a 64 bedroom care home that was previously approved under APP/22/00837 within a roughly triangular area of land to the south of Hart Plain Avenue. At the time of visiting, the site was under construction and was secured by boarding and Heras fencing. However, approved boundary treatments include retaining the existing mature trees and hedging fronting the street, installing 1.8m high close-boarded fencing to the south and west boundaries, and retaining or replacing existing 1.8m high close-boarded fencing to the eastern boundary. The care home itself is a part two and part three storey property constructed in brick with a pitched slate-effect roof. A non-material amendment to the approved scheme is currently being sought for minor changes to the fenestration and external stores and the drawings that have been provided are in accordance with this.
- 1.2 The application site is located in a mixed use area, with Hart Plain Infant School to the west and The Cowplain School to the east beyond two detached dwellings. The north side of Hart Plain Avenue opposite the site is residential and is comprised of one and two storey properties in a variety of styles.

2. Planning History

[Planning Application - APP/19/00915](#)

Alteration to existing school road layout to include resurfacing and hard standing adaptations; installation of secure boundary fencing, vehicle and pedestrian gates; replacement of 2No. external doors on north elevation of main school building. Cowplain School. PERMIT 12/11/2019.

[Planning Application - APP/22/00837](#)

Erection of a 64 bed care home (within Use Class C2) and 6No. dwellings (within Use Class C3) with associated works including access, parking and landscaping. (10.01.24) Request to discharge conditions 4,7 & 8 (12.01.24). Request to discharge conditions 4, 9, 11, 12, 14, 18, 20, 24, 27, 32 (01.05.24). Request to discharge condition 10 (06.08.24). Request to discharge conditions 9, 15 and 24 (27.08.24) Request to discharge conditions 10, 11, 12, 14, 18, 29 and 32 (31/10/2024). Request to discharge condition 21 (06/12/2024). Land at Cowplain School. PERMIT 10/01/2024.

[Planning Application - APP/22/00893](#)

Proposed works to include erection/replacement to critical areas of perimeter security boundary comprising open-welded mesh fencing & associated vehicular/pedestrian entrance gates (including access control). Cowplain School. PERMIT 23/03/2023.

[Planning Application APP/25/00610](#)

Erection of a school theatre building and changing rooms to serve adjacent sports facilities, with associated landscaping, planting, and ancillary works. Cowplain School (under consideration).

[Planning Application APP/25/00672](#)

Application for a non-material amendment to planning permission APP/22/00837 relating to minor changes to internal floor plan and associated changes to fenestration, relocation of a refuse store and provision of staff smoking shelter with maintenance store. Land adj. Cowplain School (under consideration).

3. Proposal

Advertisement Consent for Proposed Installation of signage to include: 2x single sided post mounted directional signs (illuminated), 1x double sided post mounted directional signs (illuminated), 2x sets of individual letters and 1x single sided wall mounted entrance pane (illuminated).

4. Policy Considerations

In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, this decision has been taken having regard to the policies and proposals in the National Planning Policy Framework, the Development Plan, and all other material planning considerations identified in the Planning Considerations section of the report.

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

Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016
Chichester Harbour Management Plan 2024-2025
Havant Borough Council and Chichester District Council Joint SPD - Chichester Harbour Area of Outstanding Natural Beauty

[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)

Emsworth Neighbourhood Plan Post Examination Version 2020

N/A

Listed Building Grade: N/A

Conservation Area: N/A

5. Statutory and Non Statutory Consultations

Environmental Health

Thank you for consulting Environmental Health (pollution) regarding the above application.

The proposals do not introduce concerns of potential adverse impacts to nearby residents. Environmental Health has **no objection** to the proposals.

It is requested that the following informative note is included should permission be granted.

Construction hours

To reduce the likelihood of local residents being subjected to adverse levels of noise annoyance during construction, work on site should not occur outside the following hours: -

Monday – Friday 7.30 a.m. – 6.00 p.m.

Saturday 8.30 a.m. – 1.00 p.m.

NO WORK ON SUNDAYS & BANK HOLIDAYS.

If work at other times is required permission should be obtained from the local planning authority

Officer Comment

As recommended above, hours of work have been added as an informative.

County Highways Team

Thank you for consulting the Highway Authority on the above planning application. The Highway Authority wishes to make the following comments.

The lighting proposals for this development at advertisements A and B have been recorded to emit 250 cd/m² of luminance. As this will occur in a Zone E3 Suburban area, this falls below the maximum permitted recommended luminance of 600 cd/m² for signage with an area of up to 10m². The Highway Authority is therefore satisfied that this will not have a detrimental impact on highway safety.

Subsequently this proposal is not anticipated to result in a significant impact to the safety or operation of the local highway network. Therefore, the Highway Authority have **no objection** to the proposals.

Councillor James Blades

No comments received.

Councillor Ann Briggs No comments received.
Councillor Elaine Shimbart No comments received.

6. **Publicity and 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: 13

Number of site notices: 1

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice		10/11/2025	02/12/2025	Is advertised in the public interest

Statutory advertisement: N/A

Number of representations received: 1

Comment	Officer Comment
<p>I would like to lodge a clear objection to application APP/25/00906.</p> <p>I do not support any illuminated signage at the entrance to Hazelton Gardens, nor do I support the installation of signs in this location at all. This is a residential area, and the introduction of illuminated commercial-style signage is wholly out of character and materially harmful to the neighbouring dwellings,[Redacted] My position is straightforward:</p> <p>No illuminated signs are acceptable.</p> <p>No signage at the entrance is acceptable, whether lit or unlit.</p> <p>This is a residential neighbourhood, not an industrial frontage, and the proposed signage fundamentally erodes the visual amenity of the street and the outlook from surrounding homes.</p> <p>To avoid doubt, I am not seeking</p>	<p>As noted in 1.2 above, the site is set between two schools and the proposals are similar in scale to signage at The Cowplain School as well as to Nightingale Court in Silvester Road to the north, which is located within a residential area.</p>

<p>mitigation, curfews, reduced luminance, or conditions. My objection is to the presence of the signage itself. The development is already visually prominent, and additional branding at the highway edge is neither necessary nor appropriate.</p> <p>Please record my objection in full as part of the case file.</p> <p>[Redacted]</p>	
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Material planning considerations are addressed in Section 7.

7 **Planning Considerations**

7.1 Applications for the display of advertisements can only be considered in relation to the interests of amenity and public safety, having regard to the development plan and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration. Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Impact on visual amenity
- (ii) Impact on public safety
- (iii) Effect upon residential amenity

7.2 The proposals are comprised of 6No signs, 3 to the building façade and 3 in a post and panel style. Some of the proposed signs would include downward facing trough illumination in cool white.

- (i) Impact on visual amenity

7.3 The Planning Practice Guidance indicates that 'visual' and 'aural' amenity should be taken into account. Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and should not result in a cluttered appearance. In this case there would be no aural sound from any of the proposed signs, and the PPG indicates that it is the visual effect on the immediate neighbourhood where passers-by will be aware of the advertisement that should be taken into account.

7.4 Signs 01 and 02 would be the most prominent as these would be located either side of the site entrance. Both would be post and panel signs set between 2.175m high silver posts with 1.5m wide and 1m high panels in RAL 4007 (purple violet) and white sign writing showing the care home logo and a 1.5m wide and 0.15 high panel below pointing to the entrance. Overhead static trough illumination to a maximum of 250 Candelas per square meter is proposed to allow the signage to be read in low light. The scale and appearance of the signage is considered appropriate to an entrance location.

7.5 Sign 03 would be similar in design and illumination to 01 and 02 and would be located to the rear of the building adjacent to the main entrance and facing both north and south. It would have a height of 2.25m and the panels would be 1.2m wide, showing the care home logo and directions to the building main entrance and delivery entrances. Given

that it would be approximately 51.8m from the site entrance and partially behind the care home this sign would not be prominent within the street scene.

- 7.6 Sign 04 would be located above the main building entrance doors and would consist of non-illuminated silver lettering with a total width of approximately 3.4m and a height of 0.21m. This signage would not be visible from the street.
- 7.7 Sign 05 would be an 1m wide and 0.9m high panel affixed to the east elevation of the care home with overhead trough illumination to a maximum 250 cd/m². The highest point of the sign would be approximately 2.1m above ground level and it would be located approximately 26m back from the site entrance.
- 7.8 Sign 06 would be located on the north elevation of the care home and would be comprised of non-illuminated lettering and a leaf forming the care home logo. The overall width would be 2.4m and the height would be approximately 1.75m, with the highest point of the sign approximately 2.4m above ground level. The north wall of the care home is set back from the front boundary by approximately 11m and is well screened by the existing boundary planting.
- 7.9 The scale and luminance levels of the proposed signage are relatively modest and the majority of signs would be well set back from Hart Plain Avenue. Therefore, the proposal would not have a significant or negative impact upon the visual amenity or character of the application property or area, and the proposal is considered to comply with the requirements of policy DM21 of the HBLP (Allocations) and the guidance in the PPG.
- 7.10 In reaching this conclusion as to the impact of the proposals on visual amenity, regard has been had to the objection received to the application which opines “.....*the introduction of illuminated commercial-style signage is wholly out of character and materially harmful to the neighbouring dwellings*”.
- 7.11 This objection is not considered to carry significant weight in the determination of the application, given that the application site lies adjacent to two schools which each feature identifier signage of a similar character to that proposed. Given the adjacent land uses, the south side of Hart Plain Avenue at this point is considered to be of a materially different character to the north side where residential dwellings predominate; instead featuring a range of institutional uses (including the host care home under construction) which justify a different approach to the display of signage than a wholly residential area might.

(ii) Impact on public safety

- 7.12 Regulation 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007, provides some guidance on what factors are relevant to public safety considerations, which includes all considerations relevant to the safe use and operation of any form of traffic or transport on land (including pedestrians), over water or in the air.
- 7.13 The Highway Authority were consulted and have confirmed no objection to the proposals, noting that the site is located within a suburban area and that the proposed luminance levels would fall significantly below the maximum permitted recommended luminance of 600 cd/m².

(iii) Effect upon residential amenity

- 7.14 No. 43 Hart Plain Avenue is a two storey detached property immediately to the east of the application site. The boundary to No.43 is screened by 1.8m high close-boarded

fencing, there is a line of mature trees to the boundary behind the rear wall of the dwelling, and the buildings are also separated by the access road and parking areas of Hazelton Gardens. As such sign 03, 04, 05, and 06 would not be immediately visible from this property. Signs 01 and 02 would be located at least 6m from the east boundary and would be set at an angle to avoid directly illuminating the frontage of No.43. Consequently the impact to this property is considered to be limited and acceptable. There are no other immediately adjacent residential properties.

- 7.15 The Council's Environmental Health team were consulted and have commented that the proposals do not introduce concerns of potential adverse impacts to nearby residents.
- 7.16 Owing to the scale of the proposed signs and their position relative to the host property and surrounding development the proposals would not have a significant negative impact upon residential amenity and the illumination levels proposed would be appropriate to the location.

8 Conclusions

- 8.1 The proposed signage is considered to be appropriate in scale and appearance and, notwithstanding the objection received to the application, would not result in any harm to visual or residential amenity or adverse impact on public safety. The application is therefore recommended for advertisement consent.

9. RECOMMENDATION:

That the Development Manager be authorised to GRANT ADVERTISEMENT CONSENT for application APP/25/00906 subject to the following conditions.

Conditions:

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

Proposed North and East Elevations 197927 Page 1 of 6
Proposed Signs 01 and 02 197927 Page 2 of 6
Proposed Sign 03 197927 Page 3 of 6
Proposed Signs 04, 05, and 06 197927 Page 4 of 6
Proposed Site Plan 197927 Page 5 of 6
Location Plan 197927 Page 6 of 6

Reason: To ensure provision of a satisfactory development.

Informatives:

- 1 To reduce the likelihood of local residents being subjected to adverse levels of noise annoyance during construction, work on site should not occur outside the following hours:
- Monday – Friday 7.30 a.m. – 6.00 p.m.
Saturday 8.30 a.m. – 1.00 p.m.

NO WORK ON SUNDAYS & BANK HOLIDAYS.

If work at other times is required permission should be obtained from the local planning authority.