

DELEGATED OFFICER REPORT

PROPOSAL	Advertisement Consent for Proposed Installation of signage to include: 1x set of individual letters and logo, 1x post mounted directional sign.
LOCATION:	HAZELTON GARDENS CARE HOME, HART PLAIN AVENUE, WATERLOOVILLE, PO8 8RX
REFERENCE NO:	APP/26/00122
APPLICANT:	Mr Steve Arion
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	15/04/2026
APPLICATION EXPIRY DATE:	20/04/2026
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.
- 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

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.

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.

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.

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).

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. PERMIT 28/01/2026.

APP/25/00906. 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). PERMIT 29/12/2025.

3. Proposal

Advertisement Consent for Proposed Installation of signage to include: 1x set of individual letters and logo, 1x post mounted directional sign.

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.

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)

Listed Building Grade: N/A
Conservation Area: N/A

5. Statutory and Non Statutory Consultations

County Highways Team In regard to application APP/26/00122, having reviewed the information contained within the application pack, there would be no objection to the proposals from a highway perspective. The wall mounted sign is flat to the built structure of the care home, and as such does not obstruct visibility of movement on the site. In terms of the post mounted directional sign, this is located on private land, and does not affect visibility splays or movement of passing vehicle users or pedestrians. Furthermore, neither sign is illuminated, and as such distraction to passing highway users will be minimal.
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	First Site Notice	23/03/2026	15/04/2026	Is advertised in the public interest

Statutory advertisement: N/A

Number of representations received: 0

Comment	Officer Comment
No comments received.	

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 Following a grant of permission for six signs within the site under APP/25/00906 for the purposes of identifying the building from the street and directing visitors around the site, the proposals seek to add two additional non-illuminated signs.
- (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 The two signs would comprise an approximately 2.81m high and 3m wide logo to an east facing gable end and a single sided post and panel sign 3.375m tall and approximately 1.95m wide to the north-west of the site facing Hart Plain Avenue. The signs would be consistent with the appearance of signage previously approved under APP/25/00906 and would be appropriate in scale given the large size of the host property and overall site.
- 7.5 The proposals would be appropriate within the context of the host property's mixed use location and would not have an adverse effect on the visual amenity of the immediate locality, thereby meeting the requirements of policy DM21 of the HBLP (Allocations) 2014.
- (ii) Impact on public safety
- 7.6 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.

- 7.7 The Highway Authority were consulted and have confirmed no objection to the proposals, noting that both signs would be located within private land and that no illumination is proposed.

(iii) Effect upon residential amenity

- 7.8 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. The proposed post and panel sign would not be visible from this property and the proposed logo would have a minimal impact due to its scale, appearance, and position relative to the dwelling. There are no other immediately adjacent residential properties.
- 7.9 Due to the scale of the proposed signs and their position relative to the host property and surrounding development the proposed signs are not considered to have an adverse impact on residential amenity and would therefore comply with Policy CS16 of the Havant Borough Core Strategy (2011).

8 Conclusions

- 8.1 The proposed signage is considered to be appropriate in scale and appearance and 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 Interim Head of Planning be authorised to GRANT ADVERTISEMENT CONSENT for application APP/26/00122 subject to the following conditions:

Conditions:

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

Proposed Signage 197927 (Rev C) Page 1 of 7
Proposed Signage 197927 (Rev C) Page 4 of 7
Proposed Signage 197927 (Rev C) Page 5 of 7
Site Plan 197927 (Rev C) Page 6 of 7
Location Plan 197927 (Rev C) Page 7 of 7

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.

- 2 In accordance with paragraphs 38-50 of the NPPF Havant Borough Council (HBC) takes a positive and proactive approach and works with applicants/agents on development proposals in a manner focused on solutions by:

Offering a pre-application advice service, and

Updating you of any issues that may arise in the processing of your application and where possible suggesting solutions, and,

In this instance:

Your application was acceptable as submitted and no further assistance was required.