

DELEGATED OFFICER REPORT

Site Address: The Heron, Petersfield Road, Havant, PO9 2EN
Proposal: Advertisement consent for installation of replacement signs to include 1No single sided totem sign, 1No fascia sign, 2No logo signs, 1No small fascia sign, 2No double sided post mounted corex signs, 1No wall mounted corex sign, 2No amenity boards, 1No wall mounted directional sign, 2No single sided post mounted directional signs
Application Type: Advertisement
Application No: APP/26/00362 Expiry Date: 14 September 2026
Applicant: Mr Smith
Agent: Mr Patel Case Officer: Denise Sheath
Ward: Leigh Park Central and West
Leigh

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The Heron is a public house located on the eastern side of Petersfield Road and the corner of the junction with Stockheath Road. Adjacent to the west of the site is Leigh Park Baptist Church and to the south is a block of flats granted planning consent in 2003. There is an area of grassed land to the east of the public house building and a large car park to the north.. To the rear the public house has a number of flat roofed outbuildings and extensions.

The pub building is a two storey flat roofed building with a parapet concealing the roof. The design is typical of 1950/60 purpose built estate pub house and it is built of reddish brown brick (typical of the locality) with white fenestration.

Along the northern/north east boundary there are two trees the subject of Tree Preservation Orders

2 Planning History

APP/12/01229 - Refurbishment scheme to existing public house to include installation of walk-in 'pod' to kitchen area with new extract/air supply system and external alterations including new play equipment and hard and soft landscaping. - Permitted this application is associated with the signage application subject of this report and both involve the rebranding of the existing public house to the Hungry Horse brand. – Permit 23/01/2013

APP/12/001293 - Display of illuminated signs consisting of 1No. fascia, 2No. 3D horseshoe signs; 3No. brass lanterns; 1No. totem sign; 1No. wall mounted poster unit and 2No. replacement panels mounted on existing steel posts. Display of non-illuminated signs consisting of 2No. entrance signs; 2No. double sided D poster frames and 2No. amenity boards. – Permit 01/02/2013

3 Proposal

Advertisement consent for installation of replacement signs to include 1No single sided

totem sign, 1No fascia sign, 2No logo signs, 1No small fascia sign, 2No double sided post mounted corex signs, 1No wall mounted corex sign, 2No amenity boards, 1No wall mounted directional sign, 2No single sided post mounted directional signs

4 Policy Considerations

National Planning Policy Framework

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

National Planning Policy Framework

DM3: Determining development proposals

DM6: Use of planning conditions and obligations

S3 - Presumption in favour of sustainable development

S4 - Principle of development within settlements

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design) Havant Borough Local Plan (Allocations) July 2014

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements_

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councils Arborist:

No comments or objection

Hampshire Highways:

This application seeks approval for the installation of replacement signage used for advertisement of the site. The Highway Authority notes that the proposal replaces existing signage and is therefore satisfied that it would not have a detrimental impact on the safety or operation of the local highway network.

It is also noted that a number of the proposed signs will be externally illuminated, with a maximum of 250 candelas per square meter (cd/m²). This is considered acceptable to the Highway Authority, subject to a condition requiring that the illumination of the signage shall not exceed 300 candelas per square metre at any time.

Having regard to the above, the Highway Authority raises no objection to the application, subject to the following condition.

- The illumination of the consented sign(s) shall be no greater than 300 candela per square metres and no light source shall be visible from the public highway.

Reason: In the interests of highway safety/amenity.

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: 52

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) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity
- (iv) Human Rights Act
- (v) Equalities and Diversities

(i) Visual amenity

7.2 The proposal is for the installation of replacement signs which include the following signage: 1No single sided totem sign, 1No fascia sign, 2No logo signs, 1No small fascia sign, 2No double sided post mounted corex signs, 1No wall mounted corex sign, 2No amenity boards, 1No wall mounted directional sign, 2No single sided post mounted directional signs

7.3 Regard has been had to the relationship between the proposed advertisements and the protected trees insofar as this is relevant to amenity and public safety. Having regard to the siting and replacement nature of the proposed signage, together with the Council Arborist's lack of objection, the proposal would not result in harm to the health or appearance of the protected trees or diminish their contribution to the visual amenity of the site and surrounding street scene.

7.4 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.5 There would be no adverse impact on highway or public safety as a result of the proposed replacement signage. A condition has been recommended should planning approval be granted to ensure that the illumination shall be no greater than 300 candela per square metres and no light source shall be visible from the public highway in the interests of highway safety and amenity.

7.6 It is considered the proposal would not have an adverse impact visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the Havant Borough Local Plan (Allocations) July 2014.

(iii) Effect on residential amenity

- 7.7 It is not considered that the replacement signage would cause an increased unacceptable degree of detriment to the amenities of the adjacent residential dwellings.

(iv) Human Rights Act

- 7.8 The development has been assessed against the provisions of the Human Rights Act, and in particular Article 1 of the First Protocol and Article 8 of the Act itself. This Act gives further effect to the rights included in the European Convention on Human Rights. In arriving at this recommendation, due regard has been given to the applicant's reasonable development rights and expectations which have been balanced and weighed against the wider community interests, as expressed through third party interests / the Development Plan and Central Government Guidance.

(v) Equalities and Diversities

- 7.9 This planning application has had due regard to Section 149 of the Equality Act with regard to the Public Sector Equality Duty and it has been concluded that the application does not cause discrimination on the grounds of gender, race and disability.

8. Conclusion

- 8.1 The proposed signage is considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning & Growth be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/26/00362 subject to the following conditions.

Standard Conditions:

- (a) 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.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

Condition 2

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

Planning Statement – Submitted 26 May 2026

Tree Statement – Submitted 28 July 2026

Location Plan – Submitted 26 May 2026

Block Plan – Submitted 15 June 2026

Proposed Signage – Submitted 15 June 2026

Reason: - To ensure provision of a satisfactory development.

Condition 3

The illumination of the consented sign(s) shall be no greater than 300 candela per square metres and no light source shall be visible from the public highway.

Reason: In the interests of highway safety/amenity and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

Informative:

In accordance with Policy DM3 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