

The information, recommendations and advice contained in this report are correct as at the date of preparation, which is more than two weeks in advance of the Committee meeting. Because of these time constraints some reports may have been prepared in advance of the final date given for consultee responses or neighbour comment. Any changes or necessary updates to the report will be made orally at the Committee meeting.

Case Officer	Katie Herrington
Application No.	21/00855/ADV
Date Valid	1st November 2021
Expiry date of consultations	22nd November 2021
Proposal	Installation of one totem relating to The Heritage Trail
Address	Heritage Trail Signage Marker Westgate Aldershot Hampshire
Ward	Wellington
Applicant	Mr Paul Vickers
Agent	N/A
Recommendation	Grant Advertisement Consent

Description

This item is before the Committee as it is an application made for and on behalf of the Council.

In May 2021 Advertisement Consent was granted for the erection of 6 signage Totems in a number of locations to provide information on the Aldershot Heritage Trail.

The project relates to six walking trails that can be followed using maps or digital downloads, detailing the civilian and military history of Aldershot from the ancient village to present day. Digital text, image and audio descriptions will be available setting out points of interest complemented by a website and physical signage at key locations such as start points and areas of high footfall such as Aldershot Station. The Trail names include Wellington, Town, Village, Marlborough (which extends to North Camp), Redan and Stanhope. This permission was for signage relating to five of these trails. The sixth sign (for Stanhope) forming part of the Wellesley development will be provided at a later date.

During the process to secure agreements on the land to host the signs it was apparent that one of the signs had to be moved. This totem sign is the one within the Westgate Shopping Area. The Totem will be the same size as that originally approved, but it is now proposed near the stairs next to the cinema instead of in the seating area within the Westgate Mall.

Consultee Responses

HCC Highways Development Planning No comments.

RBC Regeneration Team No comments.

Representations: 9 letters were sent to the following addresses; Imperial House 2 Grosvenor Road (+Suite 1), The Queen Hotel 1 High Street, 1, 2,8,9,10 Westgate.

No comments have been received.

Policies:

Policy DE9 Advertisements and HE1 Heritage and HE3 (Development Within or Adjoining a Conservation Area) of the Local Plan are considered to be relevant.

As this is an application for Advertisement Consent, the only issues for consideration are highway safety; and impacts on the amenity of adjoining occupiers and the character of the area and heritage assets.

Commentary

1. Highway Safety

The sign would be visible from the public highway, but would not be illuminated and is not in a position nor is it of a size that it would distract or impede the sightlines or drivers. As such, it is considered to not have any adverse impact on Highway Safety.

2. Impact upon adjoining properties

The proposed non-illuminated sign would not give rise to light pollution and would be positioned to avoid movement of people including those using wheelchairs. There are no residential occupiers in proximity to the site.

3. Impact upon the character of the area and heritage assets

The proposed totem sign would be opposite the Aldershot West Conservation Area. However, the sign would not be illuminated. It is of a scale and massing that would not detract from or harm the character of the street scene or the significance of the Conservation Area.

Conclusions

It is considered that the proposed sign would not have any material or adverse effect on highway safety, the amenity of adjoining land uses or the character of the surrounding area. The proposal therefore accords with Policy DE9, HE1 and HE3 of the Rushmoor Local Plan.

Full Recommendation

It is recommended that Advertisement Consent be **GRANTED** subject to the following conditions and informatives:-

THE STANDARD CONDITIONS

Conditions attaching to all consents granted or deemed to be granted for the display of advertisements:-

1. 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.
2. No advertisement shall be sited or displayed so as to—
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. 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.
4. 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.

ADDITIONAL CONDITION

5. The signage hereby permitted shall be carried out in accordance with the following approved drawings -
 - site plan labelled 2
 - Aldershot Heritage Trail (plan of sign)

Reason - To ensure the signage is displayed in accordance with the consent granted.

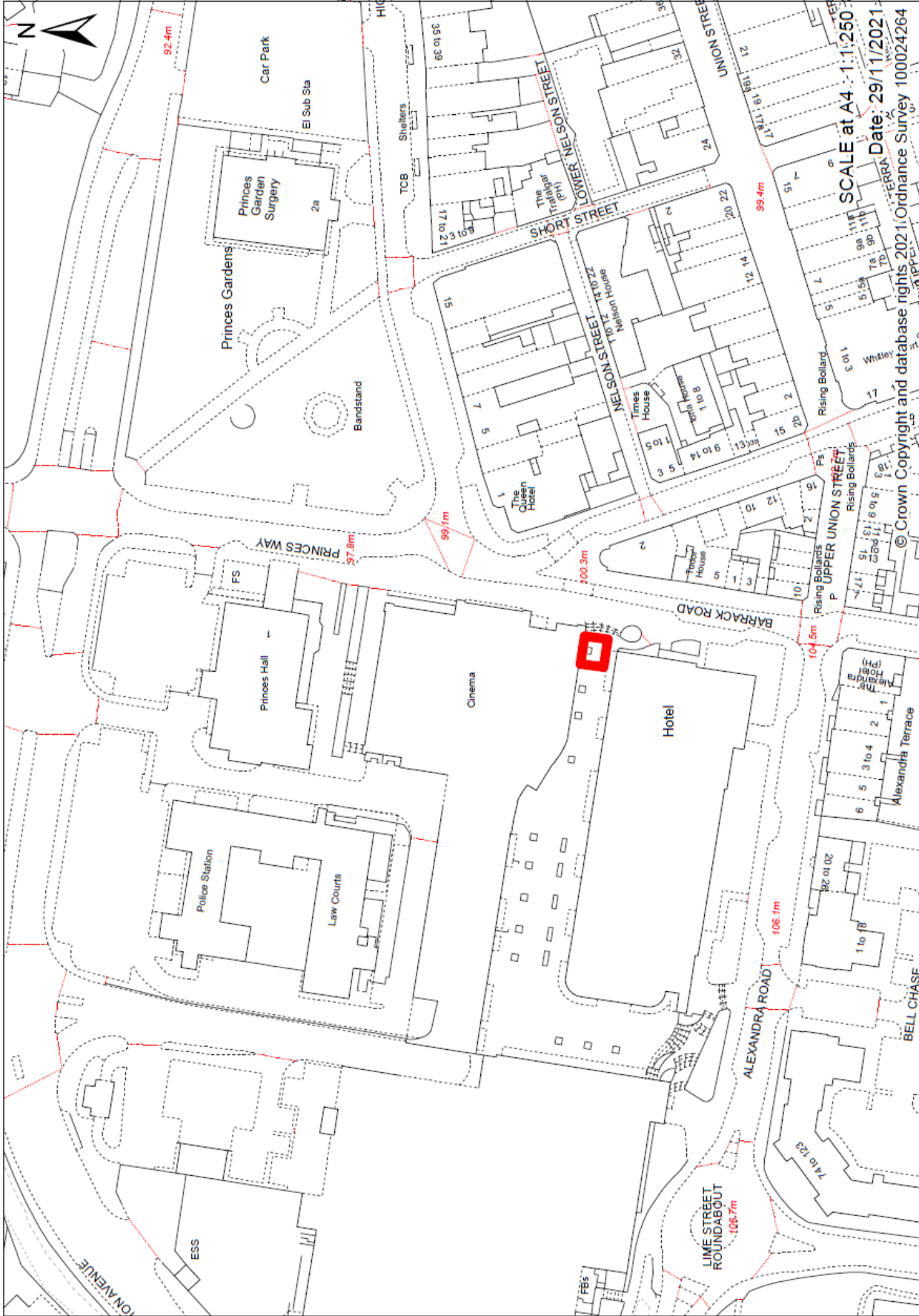
INFORMATIVES

1. **INFORMATIVE** – The Local Planning Authority's commitment to working with applicants in a positive and proactive way is demonstrated by its offer of pre-application discussion to all, and assistance in the validation and determination of applications through the provision of clear guidance regarding necessary supporting information or amendments both before and after submission, in line with the National Planning Policy Framework.

2 **INFORMATIVE - REASONS FOR APPROVAL-** The Council has granted permission because it is considered that:

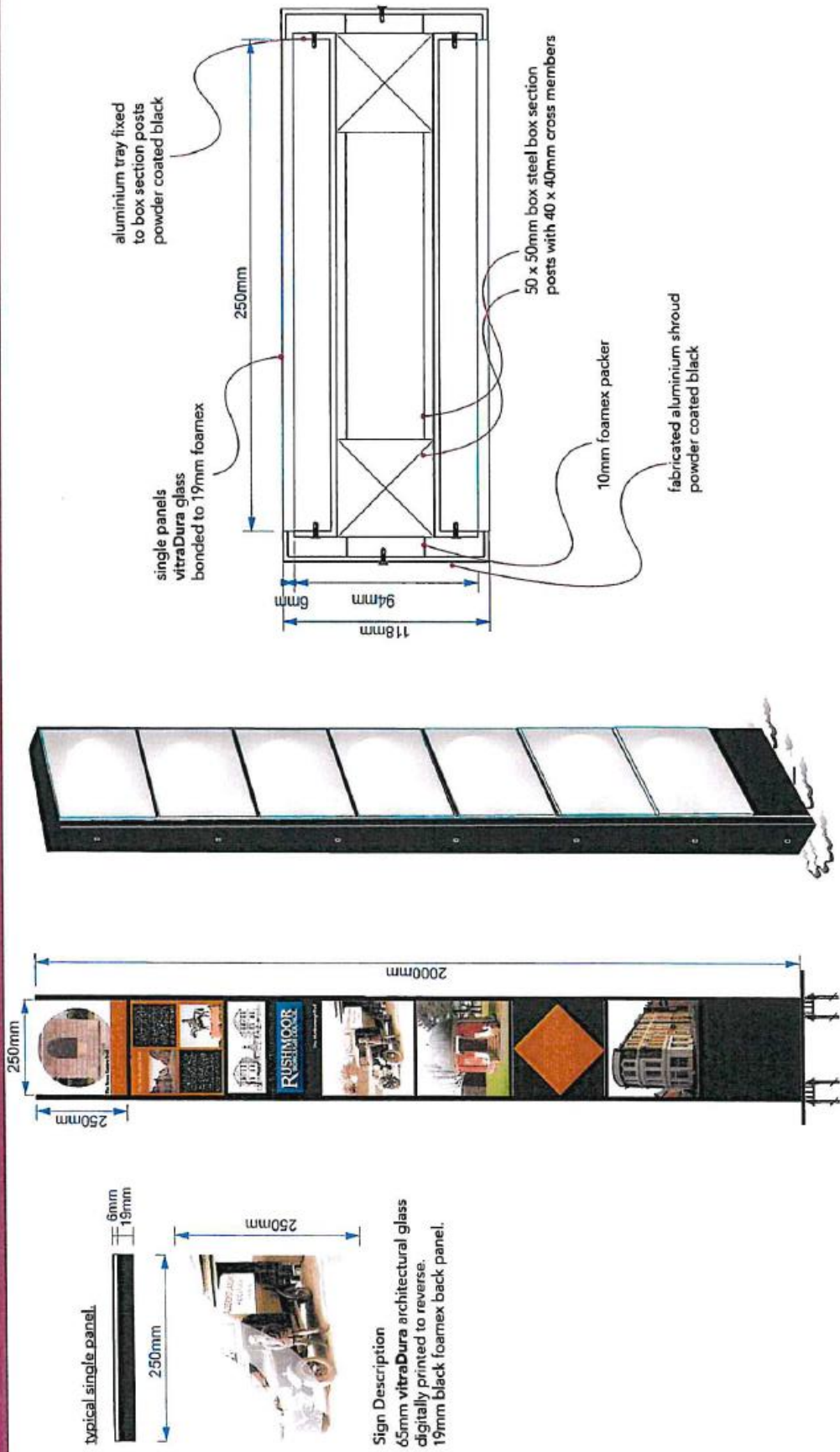
The proposed sign would not have any material or adverse effect on highway safety, the amenity of adjoining land uses or the character of the surrounding area. The proposal therefore accords with Policy DE9, HE1 and HE3 of the Rushmoor Local Plan.

It is therefore considered that subject to compliance with the attached conditions, and taking into account all other material planning considerations, including the provisions of the development plan, the proposal would be acceptable. This also includes a consideration of whether the decision to grant permission is compatible with the Human Rights Act 1998.



SCALE at A4 1:1250
Date: 29/11/2021
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ALDRESHOT HERITAGE TRAIL



this is our client: ALDRESHOT HERITAGE TRAIL RUSHMOOR BOROUGH COUNCIL	these are your colours	project drawing number: 15120-A scale: A3 SHOWN @ A3 date: 15.01.19 designer: S.C. project ID:	changing your mind?					decision made!
			1					
			2					
			3					
			4					
			 WINNER 2018 Superior Sign Year <small>2019 People's Choice Award</small> <small>2018 People's Choice Award</small> <small>2017 People's Choice Award</small> <small>2016 People's Choice Award</small> <small>2015 People's Choice Award</small> <small>2014 People's Choice Award</small> <small>2013 People's Choice Award</small> <small>2012 People's Choice Award</small> <small>2011 People's Choice Award</small> <small>2010 People's Choice Award</small> <small>2009 People's Choice Award</small> <small>2008 People's Choice Award</small> <small>2007 People's Choice Award</small> <small>2006 People's Choice Award</small> <small>2005 People's Choice Award</small> <small>2004 People's Choice Award</small> <small>2003 People's Choice Award</small> <small>2002 People's Choice Award</small> <small>2001 People's Choice Award</small>					
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