

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.	21/00355/ADV
Date Valid	30th April 2021
Expiry date of consultations	21st May 2021
Proposal	Installation of nine totems relating to The Heritage Trail
Address	Proposed Heritage Trail Signage Marker Adj. Wellington Monument, Westgate, Manor Park, Princes Gardens, Railway Station, Military Museum, Napier Gardens, North Lane, Military Cemetery Aldershot Hampshire
Ward	Wellington
Applicant	Mr Paul Vickers
Agent	N/A
Recommendation	Grant

Description

This application for Advertisement Consent is before the Planning Committee as the application is made on behalf of the Council.

The proposal is for advertisement consent to erect 9 signage 'totems' in a number of locations providing information on the Aldershot Heritage Trail.

The Aldershot Heritage Trails project is a series of 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 date. 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 application is for the signage that relates to five of these trails, the 6th (Stanhope) forming part of the Wellesley development will be provided at a later date.

Each trail will be served by 1 or 2 signs that serve as a start point and/ or information point at busy footfall areas.

Trail name	Start totem	Footfall totem location
Wellington	Wellington Statue (near the car park)	Westgate Shopping Area (next to the seating area)
Town Trail	Princes Gardens (near the band stand)	Aldershot Train Station
Village Trail		Manor Park
Marlborough Trail	Adjacent to the Military Museum	Napier Gardens
Redan Road	Adjacent to the Military Cemetery	North Lane

The 9 totem signs are the same in terms of their size and form. Each will be 2m Tall, 25cm wide and 11.8cm deep. They will comprise 7 different sections each holding a separate insert that will inform trail users of the heritage significance of that particular location. The content of each sign is not covered by this application.

The signs are proposed in the following locations;

- Adjacent to the Wellington Monument (next to the car park)
- Westgate shopping area (adjacent to the seating area)
- Manor Park
- Princes Gardens (near the bandstand)
- Aldershot Train Station
- North Lane
- Adjacent to the Military Museum
- Napier Gardens
- Military Cemetery

Consultee Responses

Parks Development Officer No comments.

Conservation Team No objections.

Aldershot Town Centre And
Cultural Manager No comments.

HCC Highways Development
Planning No comments.

Neighbours notified

In addition to posting site notices, a total of 159 individual letters of notification were sent to neighbours in the vicinity of each of the 9 proposed signs. The addresses in relation to each of the 9 signs are detailed below;

- Napier Gardens

13, 16, 17, 20 Salerno Close, Aldershot; 30, 31, 32, 38, and 39 Blenheim Park, Aldershot Hampshire.

- Westgate shopping area (adjacent to the seating area)

Flat 1, 2, 3, 4, 5, 8,9,10, and 11 of Westgate House, Westgate Aldershot,

- Adjacent to the Wellington Monument (next to the car park)

Royal Garrison Church of All Saints and Wellesley Cottage Claycart Road

- Princes Gardens (near the bandstand)

1, 2, 3, 5, 6, 7 Sherlow House, Nelson Street; Princes Gardens Surgery; 1 (The Queen Hotel), 2A, 3 (flat 1 & 2), 5, Park View House no. 7 (flat number 1, 2, 3, 4, 5, 6, 8, 10, 12, 15); 9, 9A – 11A, 11, 13, and 15 High Street Aldershot, Princes Hall; 3, 12, 14, 15, 16, 18, 19, 21, 26, 35, 45 Salerno Close, Aldershot.

- Manor Park

64, 65, 66, 67, 68, 69 Wavell Court, Reqlan Close; 352, 352A, The Benqal Lancer 354 High Street, 356, 358, 360, 262, The Golden Lion 364 High Street, 368, 368A, 370, 372; 1, 1A, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20 Church Hill Aldershot; Park Lodge, Church Hill Aldershot.

- North Lane

219, 264, 266, 266A, 266B North Lane Aldershot and 13, 62, 62A Redan Road, Aldershot.

- Military Cemetery

The Mortuary Chapel, The Military Cemetery.

- Aldershot Train Station

Unit 1 Aldershot Railway Station; Aldershot Bus Station 3 Station Road, Aldershot Railway Station; Unit 3, Aldershot Railway Station; 1, 2, 4, 5, 14, 15, 17, 18, 27, 28, 29, 30, 31, 32, 33, 34, 36, 37, 46, 47, 48, 49, 51, 52, 53, 54, 55, 56, 63, 64, 65, 66, 67, 68 Kingsley Court, Windsor Way Aldershot.

- Adjacent to the Military Museum

Aldershot Military Historical Trust; Marlborough Infant School Redvers Buller; Clocktower House Kids Den Redvers Buller; Clocktower House Pre-school Redvers.

Neighbour comments

The neighbour consultation period ends on 21/05/2021. However, to date no neighbour representations had been received.

Policy and determining issues

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 impact on the amenity of adjoining occupiers and the character of the area and heritage assets.

Impact upon Highway Safety

- Adjacent to the Wellington Monument (next to the car park)

The proposed sign would be located between the car park and the monument itself. The sign is not illuminated and is not in a position nor is it of a size that it would distract or impede the sightlines of drivers. As such, they are considered to not have any adverse impact on Highway Safety.

- Westgate shopping area (adjacent to the seating area)

The proposed sign would be located within the pedestrianised area and would not be seen from the Public Highway. As such, it is not considered to not have any adverse impact on Highway Safety.

- Manor Park

The proposed sign would be located between adjacent to the path away from the road. The sign is not illuminated and is not in a position nor is it of a size that it would distract or impede the sightlines of drivers. As such, they are considered to not have any adverse impact on Highway Safety.

- Princes Gardens (near the bandstand)

The proposed sign would be located close to the bandstand. The sign is not illuminated and is not in a position nor is it of a size that it would distract or impede the sightlines of drivers. As such, they are considered to not have any adverse impact on Highway Safety.

- Aldershot Train Station

The proposed sign would be located adjacent to the car park, but on the station side of the car park boundary. The sign is not illuminated and is not in a position nor is it of a size that it would distract or impede the sightlines of drivers. As such, they are considered to not have any adverse impact on Highway Safety.

- North Lane

The proposed sign would be located on a corner plot between Redan Road and North Lane. The sign is not illuminated and is not in a position nor is it of a size that it would distract or impede the sightlines of drivers. As such, they are considered to not have any adverse impact on Highway Safety.

- Adjacent to the Military Museum

The proposed sign would be located along the access to the Military Museum (Evelyn Woods Road) but set away from Queens Avenue. The sign is not illuminated and is not in a position nor is it of a size that it would distract or impede the sightlines of drivers. As such, they are considered to not have any adverse impact on Highway Safety.

- Napier Gardens

The proposed sign would be located within the park between the Public Conveniences' and the enclosure of the park. The sign is not illuminated and is not in a position nor is it of a size that it would distract or impede the sightlines of drivers. As such, they are considered to not have any adverse impact on Highway Safety.

- Military Cemetery

The proposed sign would be located adjacent to the entrance to the Military Cemetery. The sign is not illuminated and is not in a position nor is it of a size that it would distract or impede the sightlines of drivers. As such, they are considered to not have any adverse impact on Highway Safety.

Impact upon the Adjoining Property

- Adjacent to the Wellington Monument (next to the car park)

The proposed non-illuminated signs 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.

- Westgate shopping area (adjacent to the seating area)

The proposed non-illuminated signs 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.

- Manor Park

The proposed non-illuminated signs 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.

- Princes Gardens (near the bandstand)

The proposed non-illuminated signs 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.

- Aldershot Train Station

The proposed non-illuminated signs 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.

residential occupiers in proximity to the site.

- North Lane

The proposed sign is located adjacent to residential properties of North Lane. However, the sign would be non-illuminated signs and as such would not give rise to light pollution and would be positioned to avoid movement of people including those using wheelchairs.

- Adjacent to the Military Museum

The proposed non-illuminated signs 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.

- Napier Gardens

The proposed non-illuminated signs 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.

- Military Cemetery

The proposed non-illuminated signs 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.

Impact upon the character of the area and heritage assets.

- Adjacent to the Wellington Monument (next to the car park)

The Wellington Monument Sign would be located between the car park and will contain The Wellington Monument. The Wellington Statute is Grade II Listed. The proposed totem sign would not be illuminated and is of a scale and massing that would not detract from or harm the significance of the Wellington Statute.

- Military Cemetery

The proposed Military Cemetery sign would be adjacent to the Aldershot Military Cemetery a Grade II* Listed Park and Garden. The sign would not be located within the park and garden itself, and given its size and that it is non-illuminated, would not detract from or harm the significance of the heritage asset.

- Adjacent to the Military Museum

The proposed sign would be located within the Aldershot Military Conservation Area, adjacent to a Grade II Listed Buildings N & M Block of the Aldershot Military Historical Trust And Museum and a Building of Local Interest (Montgomerys Barn) of the Aldershot Military Historical Trust And Museum. The proposed totem sign would not be illuminated and is of a

scale and massing that would not detract from or harm the significance of these Heritage Assets.

- Napier Gardens

The Napier Gardens sign would be within the Aldershot Military Conservation Area and adjacent to the Building of Local Interest the Clocktower House Pre-school. The proposed totem sign would not be illuminated and is of a scale and massing that would not detract from or harm the significance of these Heritage Assets.

- Princes Gardens (near the bandstand)

The Princes Gardens sign would be close to Buildings of Local Interest the Empire Banqueting Hall and the Aldershot West Conservation Area. The proposed totem sign would not be illuminated and is of a scale and massing that would not detract from or harm the significance of these Heritage Assets.

- Aldershot Train Station

The Aldershot Train Station would be close to a Building of Local Interest that is Aldershot Train Station. The proposed totem sign would not be illuminated and is of a scale and massing that would not detract from or harm the significance of these Heritage Asset.

- Westgate shopping area (adjacent to the seating area)

The proposed totem sign would not be illuminated and would be located close to an area of seating with a shopping parade. It is of a scale and massing that would not detract from or harm the character of the street scene. This sign is not located adjacent to any Heritage Assets.

- Manor Park

The proposed totem sign would be located close to the Public Conveniences and entrance/exit point from the part and away from the Heritage Assets (The Grade II Listed Manor Coach House and the Grade II Manor House). The sign would not be illuminated and it is of a scale and massing that would not detract from or harm the character of the street scene.

- North Lane

The proposed totem sign would be located on the corner between Redan Road and North Lane in a predominately residential area. The sign would not be illuminated and it is of a scale and massing that would not detract from or harm the character of the street scene.

It is considered that the proposed signage 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.

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.
5. 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

ADDITIONAL CONDITIONS

- 6 The signage hereby permitted shall be installed in accordance with the following approved drawings – OS Aldershot Railway Stn, OS Manor Park, OS Military Cemetery, OS Military Museum Queens Ave, OS Napier Gardens, OS North Lane, OS Princes Gardens, OS Wellington Monument, OS West Gate, and signage plan 15120-A.

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

Informatives

- 1 **INFORMATIVE** – The Local Planning Authority's commitment to working with the 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 Express Advertisement Consent because it is considered that the proposal would not have any material and adverse effect on highway safety, the amenity of adjoining land uses or the character of the surrounding area or to Heritage Assets. The proposal therefore accords with Policy DE9 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.

ALDERSHOT HERITAGE TRAIL

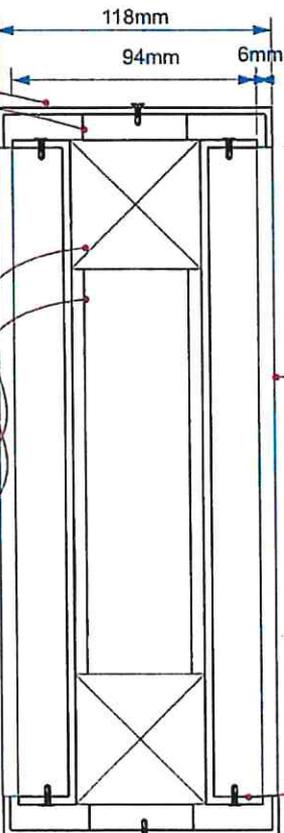
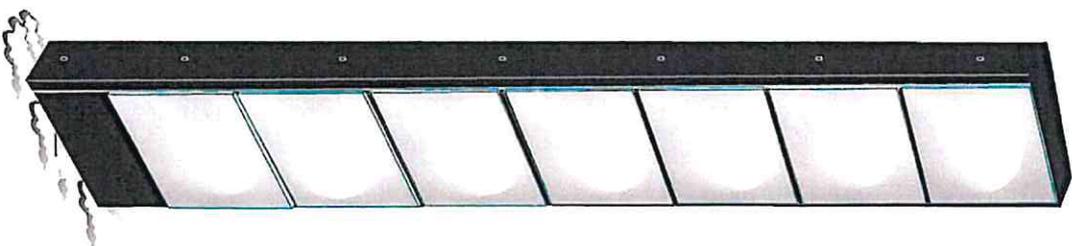
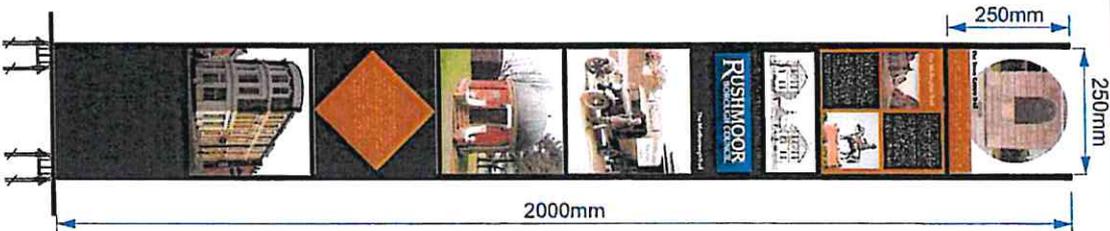
typical single panel.



250mm



Sign Description
65mm vitraDura architectural glass
digitally printed to reverse.
19mm black foamex back panel.



single panels
vitraDura glass
bonded to 19mm foamex

aluminium tray fixed
to box section posts
powder coated black

50 x 50mm box steel box section
posts with 40 x 40mm cross members

10mm foamex packer

fabricated aluminium shroud
powder coated black

this is our client

ALDERSHOT HERITAGE TRAIL
RUSHMOOR BOROUGH COUNCIL

these are your colours

project

drawing number: 15120-A

scale: A5 SHOWN @ A3

date: 15.01.19

designer: S.C.

project ID:

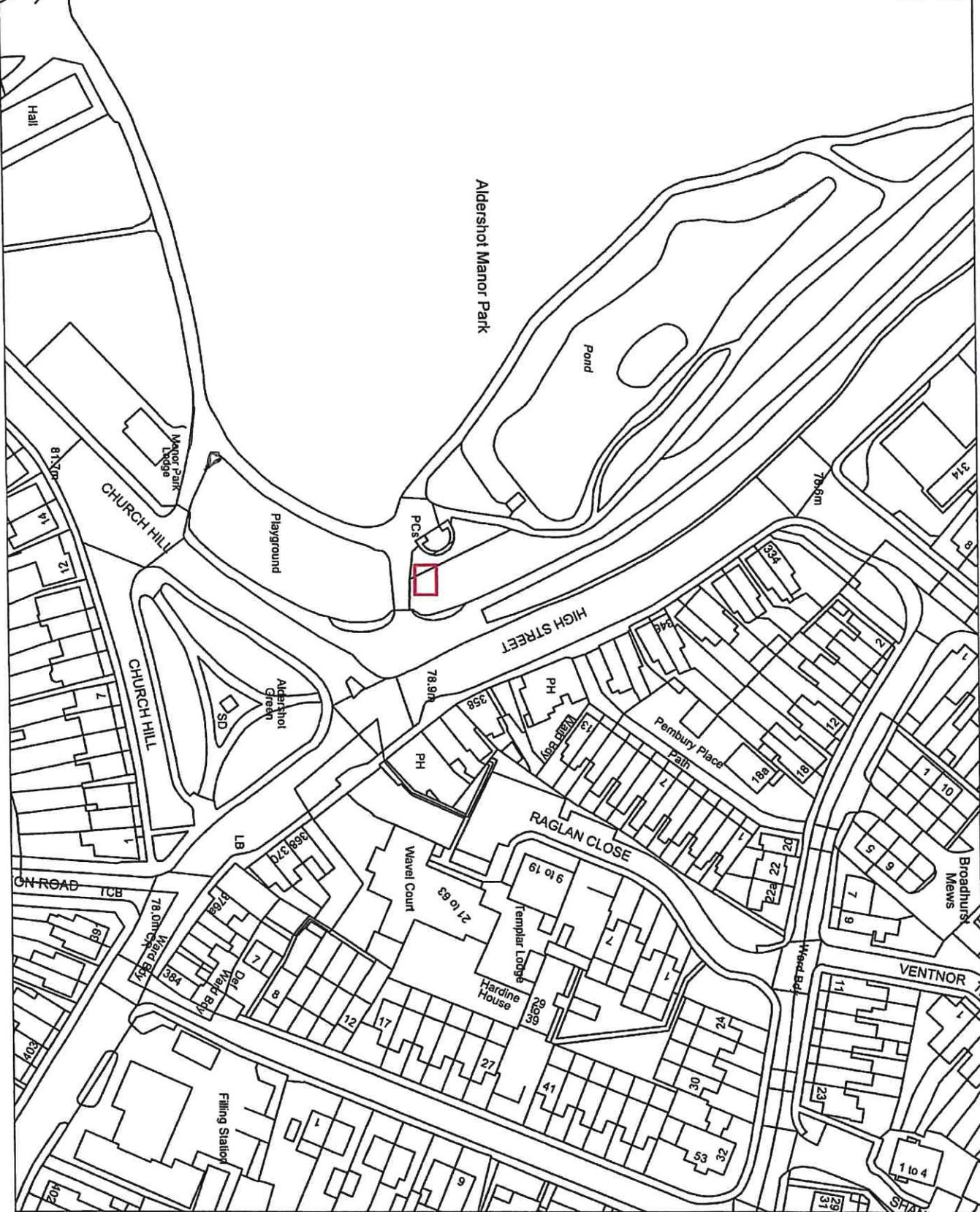
changing your mind?

decision made!

CORRECTION The copyright of this drawing shall remain with the Designer & must be noted or reported immediately should any errors occur.

sovereign signs
WINNER 2018 Sign of the Year
strata group

2018 SIGN AWARDS
WINNER OF THE YEAR
BEST SIGNAGE
BEST SIGNAGE
BEST SIGNAGE



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NOTES

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RUSHMOOR
BOROUGH COUNCIL

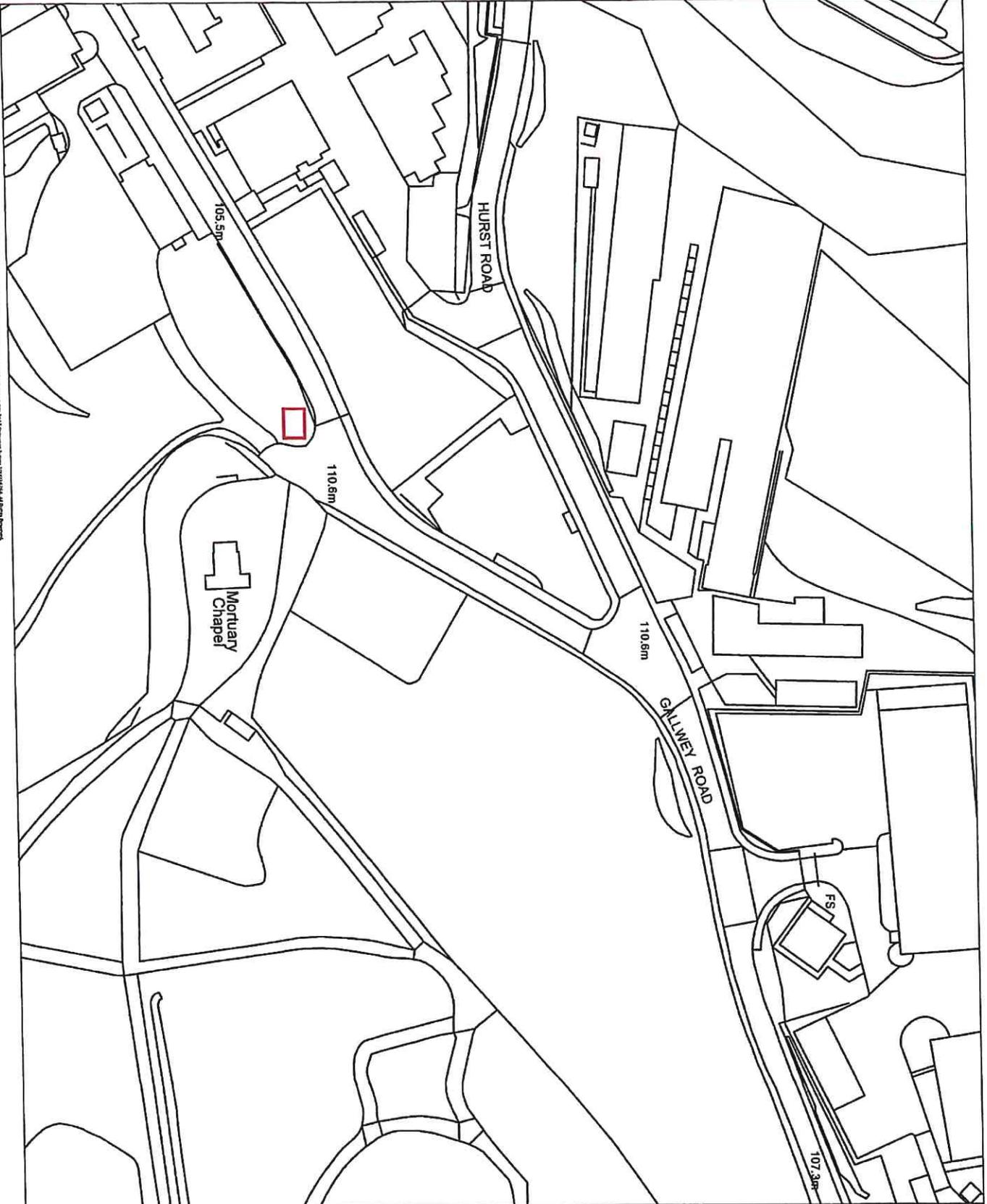
Council Offices | Farnborough Road | Farnborough
Hampshire | GU14 7JU

TOWN TRAIL

SITE PLAN

JAN 2018

007



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NOTES

9

PROBING OF ALBERTSON MILITARY MUSEUM



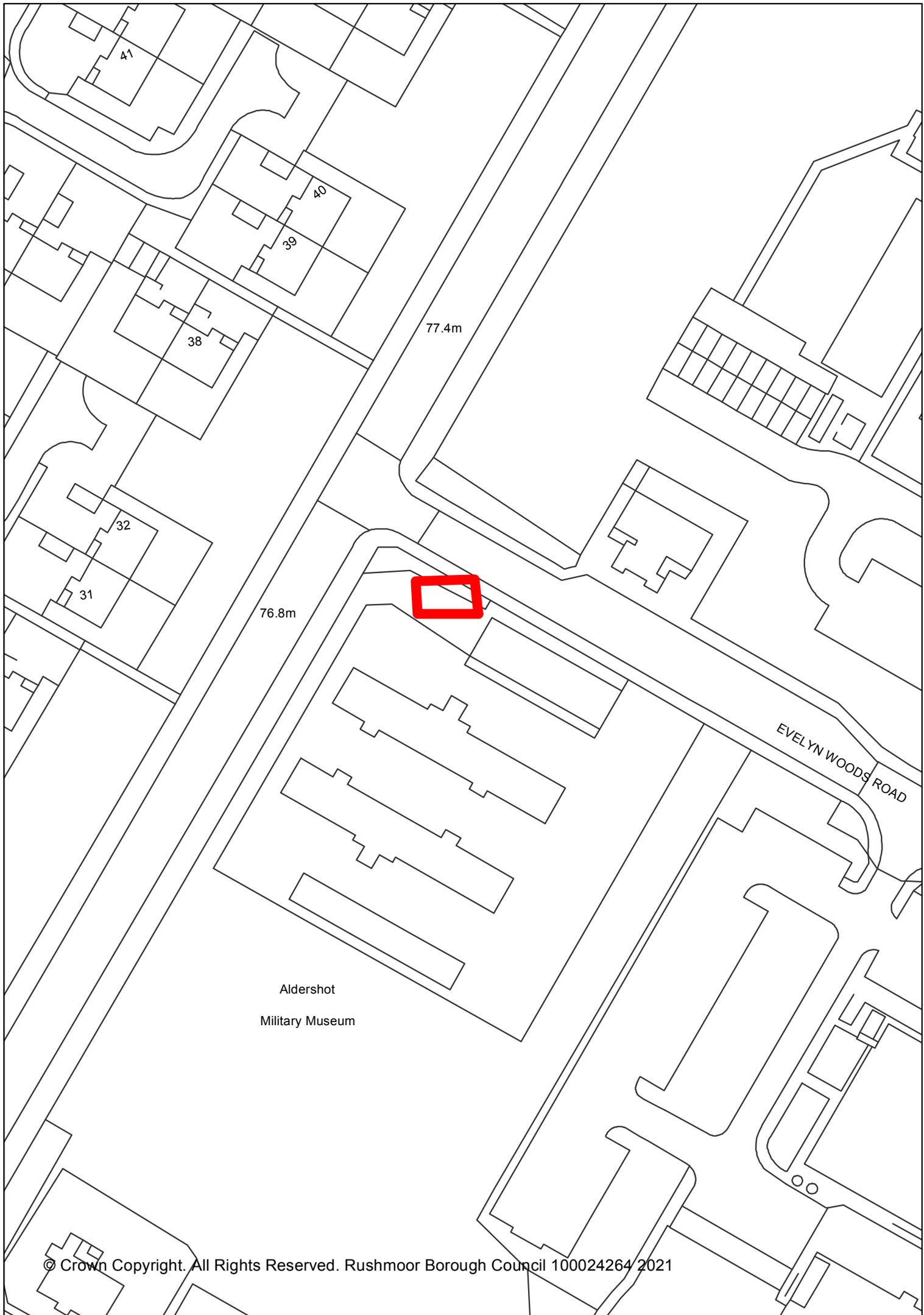
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Hampshire | GU14 7JW

REDMAN TRAIL

SITE PLAN

003

AUG 2019



41

40

39

38

77.4m

32

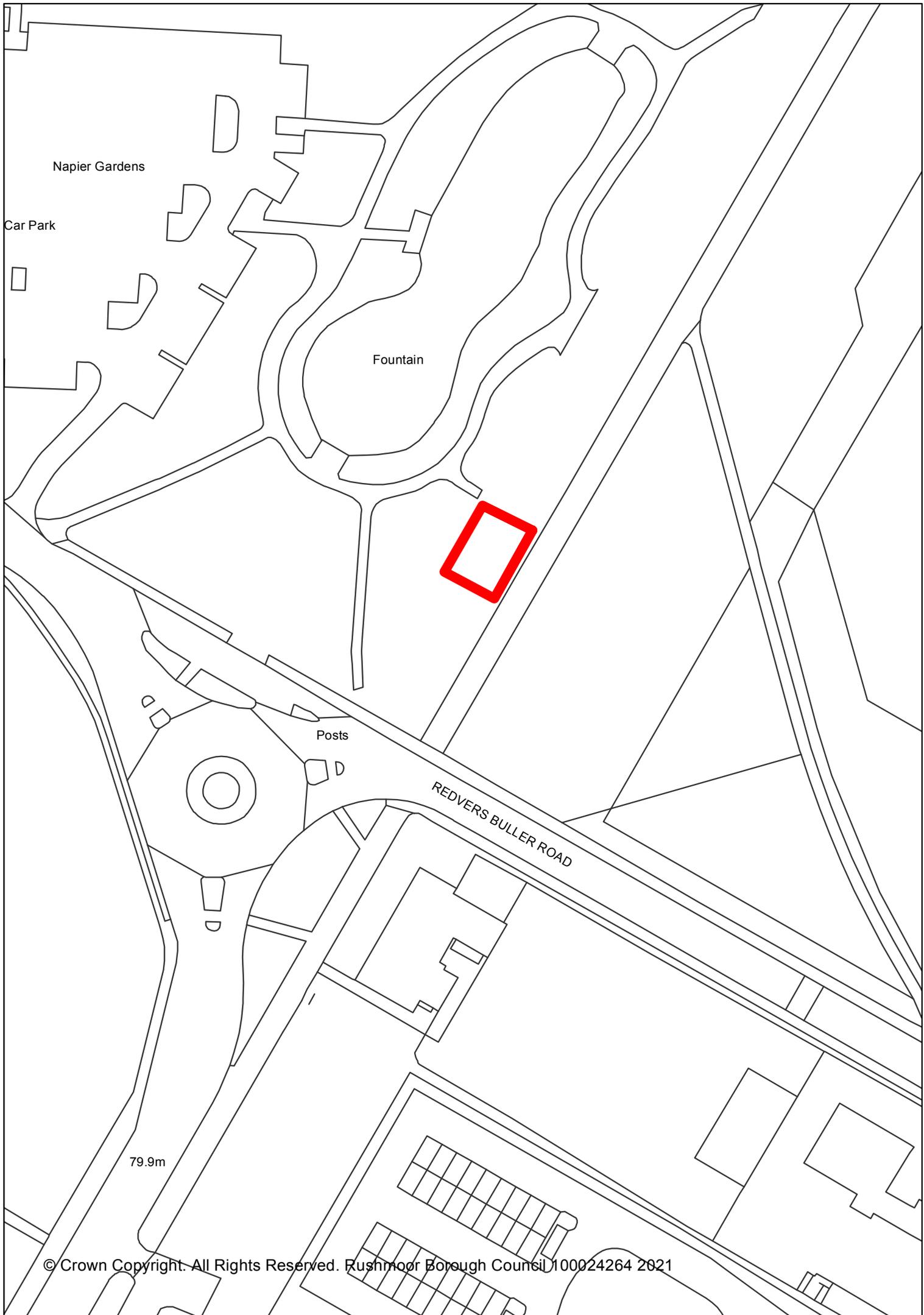
31

76.8m



EVELYN WOODS ROAD

Aldershot
Military Museum



Napier Gardens

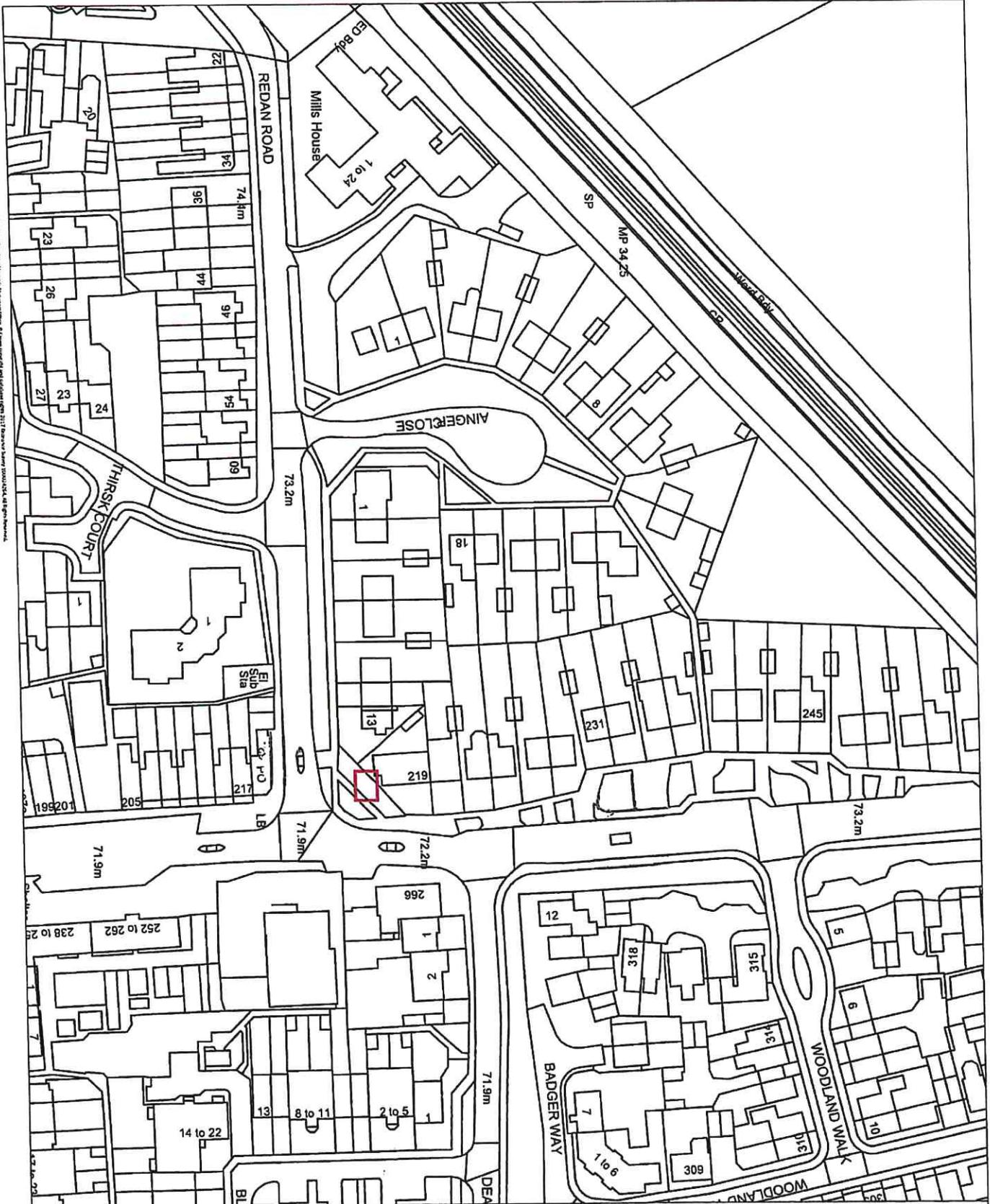
Car Park

Fountain

Posts

REDVERS BULLER ROAD

79.9m



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FREDDOS DE ALBERTO MUSEUM

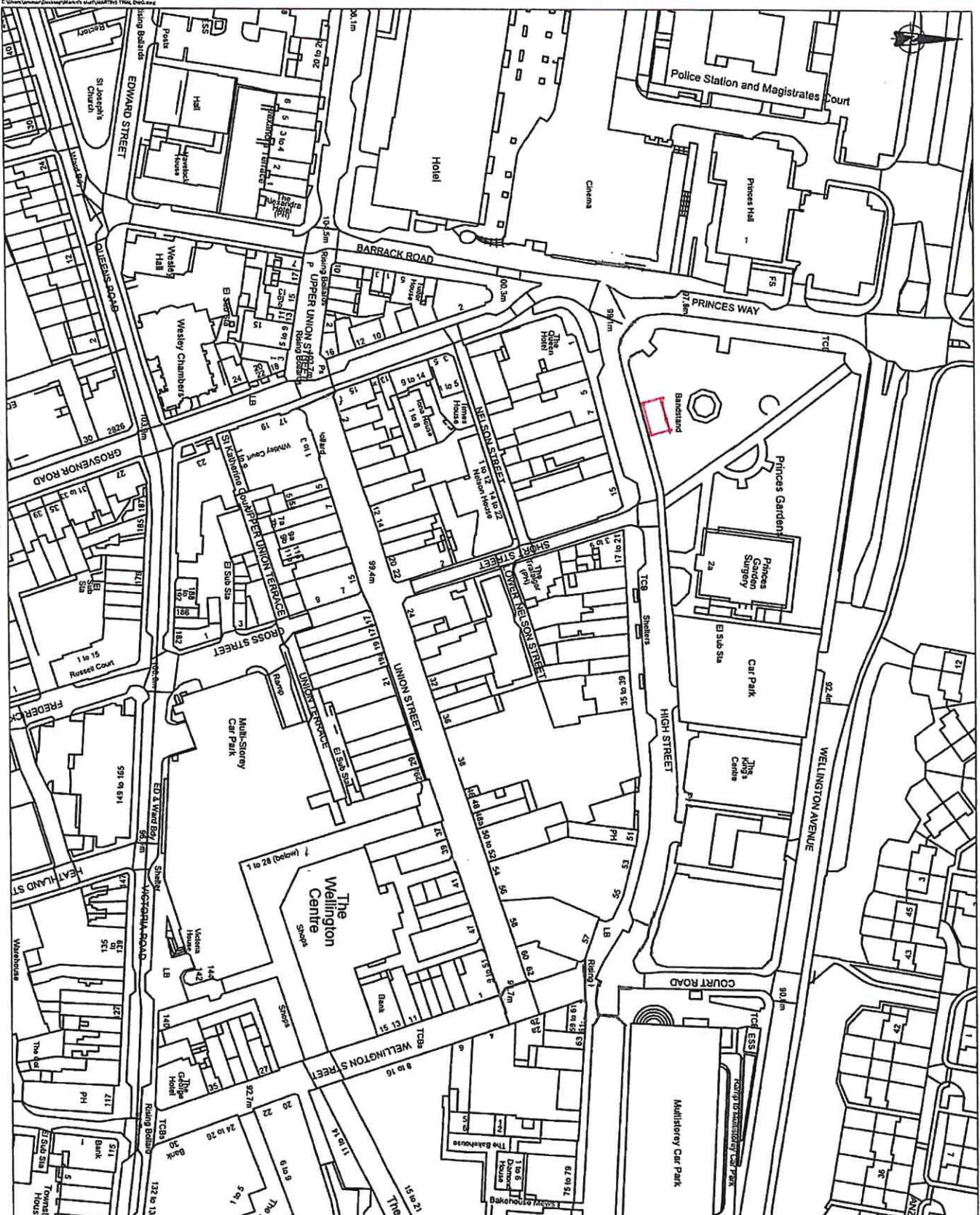
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REDAN TRAIL

SITE PLAN

001

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NOTES

- 1) Do not scale from this drawing.
- 2) All dimensions are shown in metres unless shown otherwise.
- 3) This drawing shows a proposed feasibility option and is subject to change. << ONLY REMOVE NOTE 3 WHEN THE DRAWING IS ISSUED AS A CONTRACT DRAWING.
- 4) Prior to any excavation the contractor will be responsible for the location and depth of all utility services. The contractor should undertake their own utility searches.
- 5) The purpose of this plan is to identify the various utility services located. RBC have not undertaken any utility searches and cannot guarantee its accuracy, as the locations have been drawn from plans supplied by each individual utility company. Therefore, you must not rely solely on this plan if you are carrying out any excavation works. The actual position of any underground services must be verified by cable detection equipment, etc. and established on site before any mechanical plant is used. RBC accepts no responsibility or liability for any damage to utility services. << ONLY INCLUDE NOTE 5 ON SITE DRAWING.

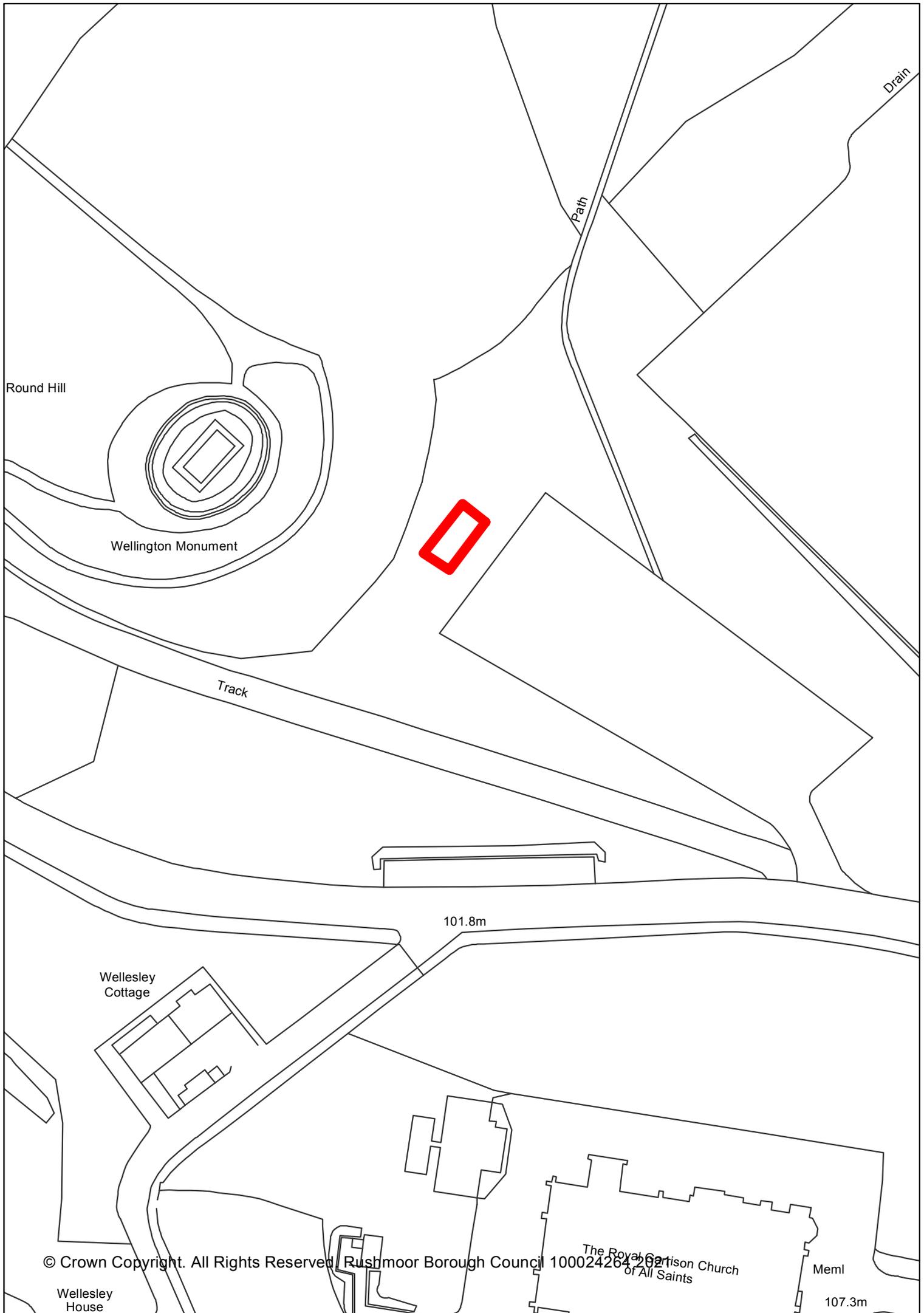
3

DRAWN BY: [] DATE: []
 CHECKED BY: [] DATE: []
 APPROVED BY: [] DATE: []
 PROJECT NO: []
 SHEET NO: [] OF []
 SCALE: []
 DATE: []

RUSHMOOR BOROUGH COUNCIL
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 Telephone: 01454 710

TOWN TRAIL
SITE PLAN
 001

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Round Hill

Wellington Monument

Track

Path

Drain

101.8m

Wellesley Cottage

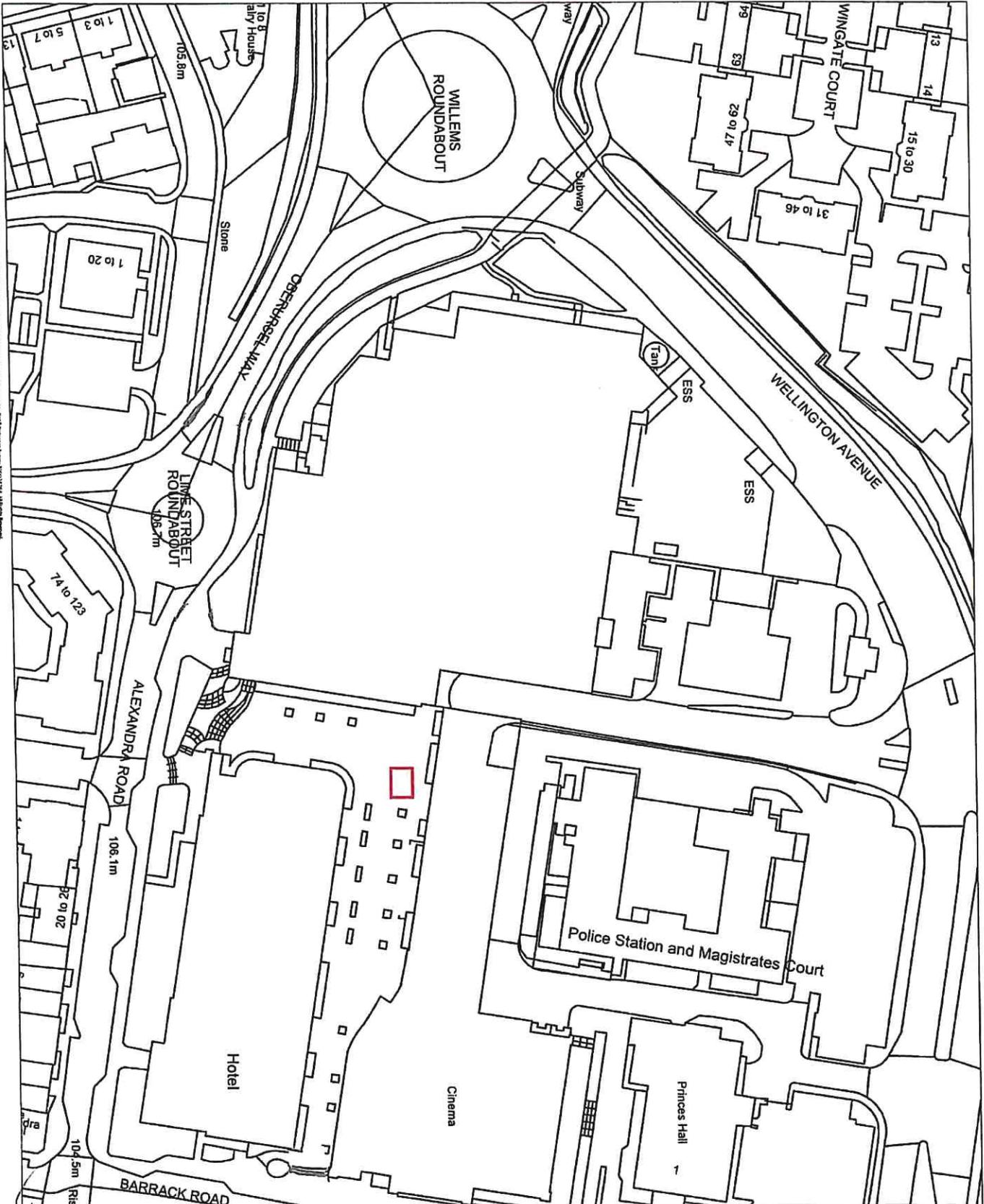
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Wellesley House

The Royal Garrison Church of All Saints

Meml

107.3m



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NOTES

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PROPOS OF ALEXANDER HULTINER MUSEUM

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WELLINGTON TRAIL

SITE PLAN

007