
Site Address:	Land behind Sinah Lane, Hayling Island		
Proposal:	Display of 1No. single sided, digitally printed, totem sign.		
Application Type:	Advertisement		
Application No:	APP/23/00896	Expiry Date:	13/12/2023
Applicant:	Miss Ballam Barratt David Wilson Homes Southampton		
Agent:		Case Officer:	Ikrame Essalih
Ward:	Hayling West		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is an ongoing new residential development with irregular site shape extending from north to south and located north of Sinah Lane, Hayling Island. The project site, known as Pebble Walk, currently comprises a mix of finished housing, properties in the final stages of development and undeveloped land towards the north.
- 1.2 The surrounding area within the locality of the site is mainly residential with properties of similar design and forms and other differing in type, materials, and height. At the junction between Sandeman Grove and Norfolk Drive is a triangular shaped open green space. It is noted that multiple advertisement signs are currently displayed within the area.

2 Planning History

None relevant.

3 Proposal

This planning application seeks advertisement consent for the installation of 1No totem post displaying a digitally printed and non-illuminated sign.

4 Policy Considerations

National Planning Policy Framework

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

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: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Brenda Linger - Hayling West

No comments received.

Councillor Julie Richardson

No comments received.

Councillor Paul Gray

No comments received.

Hampshire Highways

The applicant is proposing to erect a totem sign to the back of one of the internal footways located within the Pebble Walk development. To ensure that the sign does not impact on the adoption of internal footways, the applicant is required to locate the sign a minimum of 450mm away from the back of the footway.

The applicant is required to amend the location of the sign before the Highway Authority can make a recommendation on the proposal.

Officer comment: The agent and applicant has been made aware of the requirement and have confirmed that the recommended distance between the sign and the back of the footway would be implemented. The agent submitted a revised block plan responding to the recommendations and clarifying a separation distance of 500mm.

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: 6

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received.	N/A

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

(i) Visual amenity

7.2 The proposed development would involve the installation of one advertisement totem post within an on-going residential development area at Pebble Walk, Land at Sinah Lane. The proposed sign would be of 2.1 metres total height above ground level, and the printed sheet would be on composite aluminium with 2 metres in height and 1 metre in width. The letters would be in white colour and of 10 cm maximum height. The totem post would comprise a one sided digitally printed sign with white printed letters on a navy blue background displaying as follows:

" ASTER GROUP
New 2 & 3 bedroom shared ownership homes
Pebble Walk
Aster.co.uk/ HaylingIsland
02380 082713 "

7.3 The advertisement post would be displayed on the southwest side corner of a triangular open green space located north of Sandeman Grove (new road) and adjacent to two-storey new and currently unoccupied dwellings. As the surrounding area comprises multiple residences at the final stages of construction at the moment and multiple advertisement signs are currently displayed for similar purposes, it is considered that the proposed sign would not be out of character and would be appropriate within the streetscene.

7.4 Considering the above, the proposed advertisement sign is regarded to be of an appropriate design and dimensions fit for the purpose, thus would be acceptable and within the context of the area. Consequently, it is considered that the proposal would 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 The proposed sign would be non-illuminated and there would not be any projecting parts of the sign onto the main road. It is noted from the plans and covering letter that the sign would be set back from the public highway by 0.5 metres. Hampshire Highway have been consulted on this scheme and recommended a set back distance of at least 450 mm between the proposed sign and the back of the public footpath. Further to correspondence with the agent, an amended block plan has been submitted showing a separating distance of 500 mm. Therefore, it is considered that the proposed signage would not lead to an adverse impact on highway safety meeting the requirements of Policy DM21 of Havant Borough Local Plan (Allocations Plan (2014)).

(iii) Effect on residential amenity

7.6 The proposed advertisement would be on an acceptable scale and colours, non-illuminated and would be located at an appropriate distance from the nearest occupied properties, located on the other side of the road. Though the advertisement would be highly visible due to its location, with consideration of the intended temporary use and the unoccupied adjacent properties, it is deemed that the impact would be limited and acceptable meeting the requirements of Policy CS16 of Havant Borough Local Plan Core Strategy (2011). It is noted no letters of objection were received with respect to the scheme.

7.7 A condition regarding the temporary use is attached to the decision.

8. Conclusion

8.1 The proposed sign is considered to be acceptable, with appropriate scale and design, and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/00896, subject to the following conditions:

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

PL-01 Site Location Plan
PL-02 Rev B Amended Block Plan
Portrait Sign uploaded 20th November 2023
Covering Letter Barratt Homes dated 11th October 2023
Confirmation of Advertisement Display Time email dated 5th December 2023
Single sided Totem Rev A

Reason: To ensure provision of a satisfactory development.

2 This advertisement consent shall be for a limited period until 30/04/2027, the advertisement shall thereafter be removed from the site and the land restored to its former condition, unless otherwise agreed in writing by the Local Planning Authority.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations and in the interests of the character and amenities of the area and having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, Policy DM21 of the Havant Borough Local Plan (Allocations) 2014, and the National Planning Policy Framework.