
Site Address:	Land at Sinah Lane, Hayling Island		
Proposal:	Display 2 No. 1.9M high, non-illuminated totem posts.		
Application Type:	Advertisement		
Application No:	APP/23/00850	Expiry Date:	04/01/2024
Applicant:	Miss Edwards Barratt Homes		
Agent:	Miss Edwards Barratt Homes	Case Officer:	Ikrame Essalih
Ward:	Hayling West		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is an ongoing new development zone with irregular shape extended 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. Adjacent to the west side of the site is the walking and cycling route of Hayling Billy Coastal Trail which replaced a former terminus of the old railway line connecting Havant and Hayling Island.
- 1.2 The surrounding area within the project site is predominantly residential with properties of similar design and forms and other differing. To the southwest corner closer to the application site are industrial and leisure facilities.

2 Planning History

02/67107/000 - Extension and provision of second storey living accommodation with new double garage, UNK,

02/67107/001 - Outline application for demolition of bungalow and erection of two detached 3/4 bedroom two storey dwellings with garages with new access to Sinah Lane., REF,15/10/2002

03/67107/002 - Demolition of existing bungalow and construction of 1 No detached 4 bed roomed house, with integral garage and 1 No detached 3 bed chalet bungalow, utilising existing access to Sinah Lane., REF,13/06/2003

03/67107/003 - Demolition of the existing dwelling and erection of 1 No. detached 3 bedroom chalet bungalow and 1 No. detached 2 bedroom bungalow with associated car parking utilising the existing access to Sinah Lane (Revised submission)., PERM,17/09/2003

APP/21/00766 - Display of 1No. MSM Tri-sign and 2No. flag pole signs., WD,29/11/2021

APP/22/00656 - Email from County Archaeologist David Hopkins and LP Archaeology Partner- Fieldwork Manager Cornelius Barton, dated 21 June 2022, confirming exclusion zone can be removed, INV,08/07/2022

APP/23/00287 - Construction Environmental Management Plan and Construction Management Plan (10.03.2023), UNK,

3 Proposal

This planning application seeks advertisement consent for the erection of two non-illuminated double sided totem posts of a total height of 1.9 metres and located at the south west corner of the development site.

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

Arboriculturalist

Conclusion: **No Objection**

Chichester Harbour Conservancy

No comments.

Councillor Brenda Linger - Hayling West

No comment received.

Councillor Julie Richardson

No comment received.

Councillor Paul Gray

No comment received.

Environment Agency

No comment received.

Langstone Harbour Board

I refer to the detailed drawings and documents viewed on the Havant Borough Council website concerning the above planning application.

The Board's Planning Sub Committee has considered this application and NO OBJECTION to the proposal.

Conclusion: **No Objection**

Natural England Government Team

No comment received.

Property Management (formerly County Estates Department) Hampshire County Council

No comment received.

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: 12

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comment received.	N/A

Summary: N/A

Comment: 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 proposal would involve the erection of two advertisement totem posts to be positioned on both sides of the southwest pedestrian and cycling access from Hayling Billy Coastal Path to the development site. Both proposed totem posts would be of 1.9 metres total height where the printed panels would be of approximately 1.8 metres and positioned at 100 mm above ground level, with 1 metre width and approximately 82 mm depth. The panels would be double sided, digitally printed and would contain information regarding the sustainability and community aspects within the new development through coloured maps, figures, notes and logos. The chosen shades are discreet and replicate the surrounding natural and constructions colours. It is considered that the design is of high quality and appropriate for purpose.
- 7.3 The proposed totem posts would be mainly screened from Hayling Billy Trail being positioned behind the existing hedging and tall trees located at the east verge of the site. Furthermore, the advertisement posts would be positioned at the end of a cul-de-sac and at approximately 4.66 metres and 10.44 metres from the closest residential building which is backing onto that corner. It is also noted that multiple advertisement signs are currently displayed within the site for similar purposes. Therefore, it is considered that the impact resulting from the proposed advertisement signs would be limited and acceptable and not out of context of the surrounding area.
- 7.4 Consequently, it is considered that the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal would be concurring with the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

- 7.5 The proposed signs would be non-illuminated and no parts of the sign would be projecting onto the main road. Based on the amended block plan, the totem posts would be positioned at approximately 450 mm from the verge of the exit and access pedestrian pathway leading to Hayling Billy Coastal Path and at the end of a cul-de-sac at approximately 5.1 metres from the closest car parking area. 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 signs would be of an appropriate colours and scale for purpose, non-illuminated and would be located at an acceptable distance from the nearest residential properties, where the closest one on the southwest have a blind façade and a high rear garden fence facing onto the proposed development and the closest property on the northwest is located at approximately 13 metres. Therefore, considering that the existing verge to the east would also be maintained and the intended temporary use of the totem posts, it deemed that the impact resulting from the proposed advertisement 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 signs are considered to be acceptable in scale, design and purpose, therefore the application is recommended for advertisement consent.
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9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/00850, subject to the following conditions:

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

10162/1004 REV T2 Site Location Plan
PL-02 REV B Totem Signs Block Plan
Signage Details (V2 COPY)
V2 Planning Statement

Reason: To ensure provision of a satisfactory development.

- 2 This advertisement consent shall be for a limited period of 2 years starting from the date the permission is granted. 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 the Havant Borough Local Plan (Core Strategy) 2011, Policy DM21 of the Havant Borough Local Plan (Allocations) 2014, and the National Planning Policy Framework.