
Site Address:	Forty Acres, Havant Road, Havant, PO9 3LW		
Proposal:	Display of 1No.fascia sign and 6No. flag poles.		
Application No:	APP/20/00969	Expiry Date:	10/12/2020
Applicant:	Miss Hamlyn BDW Trading Ltd		
Agent:	Miss Hamlyn BDW Trading Ltd	Case Officer:	Lewis Oliver
Ward:	Bedhampton		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site comprises an open area of land to the south of Portsdown Hill, which is used for farming and has been previously used for local events, including car boot sales. A small cluster of farm buildings associated with fruit picking exists in the southernmost part of the site. Within this cluster of buildings is a flint cottage which is a building of local interest. The site lies close to the administrative boundary with Portsmouth. The site sits 7.5 km north east from the city centre of Portsmouth, and 2.5 km west from the town centre of Havant. The site is an approximate rectangle shape covering 22.9 hectares. It comprises several agricultural fields divided by mature tree lines, for which some are covered by Tree Preservation Orders (TPO's). The existing farm buildings, known as Forty Acre Farm, which sit adjacent to the site's southern boundary, are the only existing buildings within the site. The existing site is accessed via a single bellmouth taken from Havant Road. Opposite the existing site access is a right-turn lane providing access into residential development on Auriol Drive.

The site is bounded to the north by Havant Road (A2030). There is vegetation along some parts of this boundary, screening the road from the site. To the east, the site is bounded by vegetation screening the site from the slip road and A3(M) motorway beyond. The site is bounded to the south by vegetation alongside the adjacent railway line. To the west the site is bounded by the rear gardens of residential properties on Westways, and by a line of vegetation.

The majority of the development in the vicinity consists of suburban housing developed throughout the twentieth century. Many of these houses, such as those on Fortunes Way, are semi-detached two-storey houses. However, the series of houses which overlook the site on Auriol Drive are detached. There are also a number of three-storey apartment blocks in the area to the west of the site, in the Portsmouth City Council administrative area.

2 Planning History

APP/18/00450 - Erection of 320 dwellings (including a 30% provision of affordable homes), 66 bed care home, provision of public open space, habitat mitigation zone, allotments, closure of existing access and creation of 2 new access points and associated infrastructure following demolition of existing buildings (approved 17.1.2020). Request to discharge condition nos 3, 4, 5, 6, 7, 8, 10, 11, 15, 16, 21 and 23 (Recd 23.1.2020). Request to discharge condition No. 29 (received 3.9.2020)., PERM,17/01/2020

3 Proposal

The application is to display of 1No.fascia sign (a 'V-sign') and 6No. flag poles, to advertise the forthcoming residential development on this site. The proposed fascia sign will be located 1.95 metres above ground level, mounted on poles, the sign itself will be 3.05m in height with each facet of the 'V' being 4.5metres in width. The proposed flag poles will have a total height of 6 metres, with the flags themselves being located at the top of the poles and will be 2.5metres in height and 1metre in width.

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

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Gary Robinson

No response

Councillor Kenneth Smith

No response

Councillor Mark Inkster

No response

Environmental Health Manager, Community Group

No Objection

Hampshire Highways

No Objection

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: 15

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 5

Comment	Officer Comment
Concerned about impact on highway safety of flag, from drivers being distracted	Matter addressed under paragraph 7.1 (ii)
The flag poles and fascia signs have already been in place for several weeks and therefore we presume without previous planning consent.	It is noted that these flags and sign have been erected on the site. The Local Planning Authority have advised the applicant that the adverts do not currently benefit from consent. However as these adverts are considered acceptable, enforcement action on this matter was not considered to be expedient in this case
Adverse impact on residential amenity - Noise from passing cars is now reflected by the signs into our house and is an environmental issue too.	Matter addressed under paragraph 7.1 (i)

7 **Planning Considerations**

7.1 Having regard to the Advertisement Regulations and relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity/residential amenity
- (ii) Highway safety

(i) Visual amenity/residential amenity

- 7.2 The site is currently agricultural fields, with preparatory works being undertaken to implement the approved residential application for this site. The proposed advertisements, to market the forthcoming site, will be located between the two new access points. The size and scale of these adverts are considered appropriate in context and will not overly clutter the amenity of the area. It is acknowledged that this is a change to the existing character, however as this site will be being developed and change the character itself, and given that appropriate marketing signage is considered acceptable in principle, it is considered that the overall the signs would not have a significant adverse impact on visual amenity. In addition a condition has been added to ensure the removal of the adverts by 5/10/25, which is considered a reasonable period for the phased development to be built out, and also to ensure the adverts are removed as soon as possible.
- 7.3 Concerns have been raised from neighbouring properties in Auriol Drive that the proposed flag poles create noise pollution which has an adverse impact on residential amenity. It is considered that given the degree of separation of the flags to these residential properties, in combination with the traffic noise along both Havant Road and Auriol Drive, that the proposal would not have a significant adverse impact on residential amenity, in addition the Environmental Health team have not objected to this application. It is therefore considered the proposal will not have an adverse effect on the visual or other amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

- 7.4 Concerns have been raised that the proposal would have an adverse impact on Highway Safety. It is considered that the adverts fronting onto Havant Road would not result in adverse harm to highway safety as they are non illuminated, set back from the highway and also are of a size which would not be overly large. In addition the Highway Authority have not objected to this application.

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00969 subject to the following conditions

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

Site location plan
Signage proposal - 005598 R08

Reason: - To ensure provision of a satisfactory development.

- 2 This consent shall be for a limited period until 05/10/2025, the advertisements 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, in the interests of the amenity of the area, with this being in accordance with time period applied for in the application form.