
Site Address:	Saxon Corner, Land north of Havant Road and west of Selangor Ave, Emsworth		
Proposal:	Display of various illuminated and non-illuminated advertisements as detailed in the Site Set up (Drawing No. 004813R13) and the Advertisement Schedule.		
Application No:	APP/19/00868	Expiry Date:	18/11/2019
Applicant:	Miss Hamlyn BDW Trading Limited		
Agent:	Miss Hamlyn BDW Trading Ltd	Case Officer:	Selina Donophy
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

This application site is a previously greenfield site, currently under development by Barratt Homes, located to the North of Havant Road and West of Selangor Ave, Emsworth. It is bounded to the North by the A27 and the railway line and to the South is Havant Road (A259). To the East there are residential properties fronting Selangor Avenue and to the West there are further dwellings. The hedge screening, previously located along the boundary with Havant Road has been removed, however there is condition 12, a soft landscaping condition of which is to be complied with regarding replanting between the site and the highway (APP/16/00774). There is vehicular access to the site off Havant Road.

2 Planning History

APP/16/00774 - Erection of 147 dwellings with associated parking, access, landscaping, and surface water drainage, pumping station, sub station and signalised junction onto Havant Road (amended scheme). (Approved 29/06/2018). Request to discharge condition No/s 3, 4, 9, 12, 13, 14, 16, 17, 18, 20, 22 and 24 (15.11.2018). Request to discharge conditions 5, 9 & 10 (30.4.19). Request to discharge conditions 6 and 12 (8.8.19), PERM,29/06/2018

APP/19/00006 - Non Material Amendment to Planning Permission APP/16/00774 to separate one block of four terrace properties (plots 19, 20, 21 and 22), splitting them into a pair of semi-detached properties and to hand plot 85.
, PERM,17/01/2019

APP/19/00107- Display of 1No. external V stack sign and 2No. flag pole signs
PERM14/03/2019

APP/19/00474 - Variation of Condition 2 of Planning Permission APP/16/00774 relating to minor plot changes to the approved layout, reconfiguration of the show home arena and amending proposed house types for plots 139-146 inclusive and plots 147 and 112.
., WD,13/06/2019

APP/19/00633 - Application for non-material change to Planning Permission relating to minor plot changes to approved layout under APP/16/00774 which includes the reconfiguration of show home arena, amending the proposed house types for plots 139-146 inclusive and plots 147 and 112., PERM,16/07/2019

3 Proposal

This proposal includes the display of various illuminated and non-illuminated advertisements as detailed in the Site Set up (Drawing No. 004813 REV 16) and the Advertisement Schedule. The plans have been amended to remove the 2 entrance signs. There is an existing consent under APP/19/00017, for 1 No. external V stack sign and 2No. flag pole signs, and no further entrance signs are proposed as part of this application. .

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)
DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL3 (Town, District and Local Centres)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Highways

Drawing number 004813R13 has been reviewed and it is noted that the advertisement signs do not sit within the highway, or block the visibility splays from the new access. The Highway Authority therefore raises no objection to the erection of the advertisements.

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: 3

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received	

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 There are 15 adverts proposed as part of this application. Seven of these adverts would be both externally and internally illuminated and the rest would be externally illuminated. They are proposed at the entrance to the site off Havant Road and to the West of the entrance road, surrounding the visitor parking area, sales centre and show homes.

There are a variety of advertisement styles incorporated as part of this application, as shown in plan no 004813 REV 16 . These include two flag poles (item 2) along the access road into the site and either side of an LED illuminated aluminium welcome sign located at the turning towards the showhomes within the site (item 1A) .

Within the car park area would be a safety information sign of 2.5 height and 1 metre width (item 3) and 3 visitor parking signs indicating the location of parking bays, which would be illuminated (item 4). Between the show homes would be 3 (1.8 x 0.9) metre signs of the same style (item 5) and two more of these sited outside the showhome to the East (item 6) .

The signage for the sales and information centre would consist of an aluminium internally illuminated fascia sign (item 7), a sign displaying opening times (item 8) and a branded post box (item 9). The show home to the West (item 10) would have painted lettering to the second storey and the brand logo above, measuring up to 0.9 metres in height and 2 metres width and 'Saxon Corner' which would have 0.3 metres in height and 3 metres width. On each show home would be house plaques (item 11) with 2 situated on the front elevation of the Eastern showhome and one to the Western showhome. One pavement sign is proposed (item 12) as well as a standard sales clock (item 13). Situated between the show homes would be a 2.5 metre in height and one metre in width illuminated sign (item 14). A 2.5 height by 1 metre depth standing sign would be located to the East of the car parking area (item 16) which would be trough light illuminated.

It is of note that amendments have been received as part of this application which remove the flagpoles at the entrance to the site (previously items 15) . These were deemed to clutter the entrance, resulting in too much signage, therefore the present proposal does not incorporate these.

7.3 Although there seems to be a fair amount of advertising confined to a somewhat limited space, the dimensions of the advertisements are relatively modest in scale. The larger advertisements would be located away from the residential area and are deemed to have a limited impact on the Southern boundary of the site. It is considered that proposal will 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

- 7.4 The location proposed for the advertisement signage would be within the application site, not on the highway so would not pose any issues surrounding highway safety. This has been confirmed by the Highways Officer, who also notes that there would be no blockage of visibility splays from the new access. Therefore the signage is not considered to pose a risk to highway safety.

(iii) Effect on residential amenity

- 7.5 These proposed advertisements would be located to the South and West of the site. They would be buffered from the road by the green open space adjacent to the highway and would be screened from residential properties to the West by existing foliage. The flagpole signage proposed at the entrance to the site would not be in close proximity to any residential properties and would be partially screened by trees and mature hedge screening as proposed in condition 12 - soft landscaping plan.

8. Conclusion

- 8.1 The proposed signs/sign are/is 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/19/00868 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:
Amended site entrance layout 4714-A-SALESCENT-06 REV D
Site setup- proposed advertisements 004813 REV 16
Amended - proposed site layout- CB-15-105-001 REV F
Down light specification 05.09.2019
Location plan 05.09.2019
Sales arena layout 05.09.2019
Advertisement schedule 24.09.2019
Reason: - To ensure provision of a satisfactory development.