

---

|                 |                                                                 |               |               |
|-----------------|-----------------------------------------------------------------|---------------|---------------|
| Site Address:   | Land north of Havant Road and west of Selangor Ave,<br>Emsworth |               |               |
| Proposal:       | Display of 1No. external V stack sign and 2No. flag pole signs. |               |               |
| Application No: | APP/19/00107                                                    | Expiry Date:  | 29/03/2019    |
| Applicant:      | Miss Hamlyn<br>BDW Trading Limited                              |               |               |
| Agent:          | Miss Hamlyn<br>BDW Trading Ltd                                  | Case Officer: | Rachel Ballam |
| Ward:           | Emsworth                                                        |               |               |

Recommendation: **GRANT ADVERTISEMENT CONSENT**

---

## **1 Site Description**

- 1.1 The site is irregular in shape and consists of greenfield land approximately 62,300m<sup>2</sup> (6.23ha) in area. Whilst the site was formerly occupied by farm buildings and former clay pits the site currently provides pasture land and there are no existing structures or paved areas of any significance. It is bounded to the north by the A27 and the railway line; to the east by residential properties fronting Selangor Avenue and to the west by further dwellings. To the south is Havant Road (the A259). There is a line of trees along the northwest boundary of the site shielding the neighbouring properties from the A27. Beyond the highways at the north and south boundaries of the site is open farmland. Access to the site is through a gated entrance along Selangor Avenue. There is currently no access to the site from Havant Road to the south although a footway crossing indicates a previous point of access. The northern half of the site is relatively level. The southern half of the site falls towards the east and south with a low point in the south-eastern corner. Further to the south lies the coast and Chichester Harbour Area of Outstanding Natural Beauty, which is covered by various environmental/ nature conservation designations.
- 1.2 The site has planning permission for the erection of 147 dwellings with associated parking, access, landscaping, surface water drainage, pumping station, sub station and a signalised junction onto Havant Road. At the time of writing this report the approved development has not yet been implemented and pre-commencement conditions are awaiting discharge.

## **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)., 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

## **3 Proposal**

- 3.1 The application proposes the display of 1No. V-stack sign and 2 No. flag pole signs, understood to be for the purpose of advertising the housing development approved by

permission APP/16/00774.

- 3.2 The V-stack sign would achieve a maximum height of 4m above ground level (1.43m between ground level and the base of the sign boards), with the two associated sign boards measuring 2.57m in height by 1.9m in width. The sign would be positioned within the application site adjacent to Havant Road, roughly midway along the site's southern boundary.
- 3.3 The two flag signs, to be positioned to the immediate north of the V-stack sign, would achieve a maximum height of 5m above ground level (2.5m between ground level and the base of the sign boards), with the two flags each measuring 2.5m in height by 1m in width.

#### **4 Policy Considerations**

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

#### **5 Statutory and Non Statutory Consultations**

**Chichester Harbour Conservancy**

None submitted

**Highways Engineer, Development Engineer**

The Highway Authority have no adverse comment to this application.

**Natural England Government Team**

No objection

**Southern Gas Networks - stage 1**

None submitted

#### **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: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

| Comment | Officer Comment |
|---------|-----------------|
|         |                 |

**Summary:**

**Comment:**

**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 V-stack sign would be large in scale, but would not be expected to appear imposing within the street scene nor oversized within the context of its isolated position.

7.3 The proposed flag signs, to be positioned to the immediate north of the V-stack sign and set back from the road. The signage would not be expected to have a significant negative impact upon the character or appearance of the street scene.

7.4 The proposal would not have an adverse effect on the visual amenity of the immediate locality and would accord with the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.5 The proposed signs would be positioned such that they would not obstruct or overhang the highway or pose a highway safety risk for pedestrians or road users. The Highway Authority were consulted on the application and raised no concerns in respect of the proposed signs.

(iii) Effect on residential amenity

7.6 The proposed signs would occupy a fairly isolated position in context to residential development, from which a substantial distance would be maintained. As such, in considering the scale of the proposed signs and their position relative to surrounding properties, the proposal would not have a significant negative impact upon residential amenity.

**8. Conclusion**

8.1 The proposed signs/sign are/is considered to be acceptable and the application is therefore recommended for advertisement consent.

---

**9 RECOMMENDATION**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/00107 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:

004812 R02 - Brand Assets: Artwork/Rules (Primary stacked logotype and Linear logotype)

004812 R02 - Sign Location

004812 R02 - ITEM 1: 1 no. MSM V-sign

004812 R02 - ITEM 2: 2 no. flag signs

**Reason:** - To ensure provision of a satisfactory development.