

Recommendation: **GRANT ADVERTISEMENT CONSENT**

3 Proposal

Display non-illuminated hoarding signs to east, west and part of south boundaries.
2No. non-illuminated signages and 4 flags above hoarding on east boundary (Elm Grove frontage) .

Amended plans have been received accurately reflecting the signage erected on site which has reduced the height of the southern hoarding panels B and number of flags to 2. It is also confirmed that each flag measures 2400mm high x 900mm wide. - *description since amended to reflect this.*

4 Policy Considerations

National Planning Policy Framework
Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

DM8 (Conservation, Protection and Enhancement of Existing Natural Features)

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

Property Services Manager, Corporate Group

No comment in respect of the proposal.

Southern Water

No Objection

Development Engineer

The site is located adjacent Elm Grove adjacent a pedestrian crossing in a 30mph zone. The information displayed on the hoardings adjacent the highway is limited and simple using large letters and well known logos. Therefore the information is not considered over detailed for drivers to assimilate quickly and should not cause a distraction to drivers. None of the signage is illuminated. As such there is no objection on highway or public safety grounds.

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: 27

Number of site notices: 2

Statutory advertisement: Not applicable.

Number of representations received: 2

Comment	Officer Comment
I fundamentally disagree with this retrospective application and object to how this is being taken through the approvals process. The signs have been erected with stealth by the developers with no prior warning to local residents or business as is stated in the application I disagree with the Developers Planning statement whereby they are effectively giving notice that they intend to disregard the boroughs rules with regards to such signage and have clearly decided that a planning application can follow rather than precede a development. The applicant argues that the only relevant policy is set out in DM21 of the Havant Borough Local Plan (Allocations) 2014. which states: Planning permission will be granted for advertisements where: 1. They are appropriate in size, scale and design to the character of buildings and their surroundings, . 2. They will not result in a cluttered appearance either on individual buildings or on the streetscene as a whole. 3. They do not have a detrimental impact upon public safety. In particular, advertisements and signs must not negatively impact upon highway safety for both vehicular and pedestrian movements. 4. The level of illumination proposed does not result in significant levels of light pollution and does not have a detrimental impact upon the amenity of the local area. Surely other policy must apply where an area is non-commercial and exclusively residential. I think the applicant is treating St	see considerations

Mary's Road and Elm Grove as one, effectively arguing that in a Shopfront area their signage is acceptable. However, these are 2 distinctly different roads one mixed commercial and residential and the other entirely residential. How is the signage " appropriate in size, scale and design to the character of buildings and their surroundings" as they relate to St Mary's Road. I live opposite the entrance to the site and am disgusted that the developer thinks it appropriate that I and others should have this as my outlook for the duration of the development. It will be difficult enough to contend with traffic, noise, dust and other irritations without having to look out 24 hours a day onto Developer Advertisements that will soon fall victim to inevitable graffiti. On the Elm Grove side of the site i think the Advertisements will have a "detrimental impact upon public safety"at a notoriously dangerous pedestrian crossing where there have been numerous accidents and indeed fatalities. Now the developer wants motorists to admire their gaudy hoardings. The hoardings are inappropriate in size, scale and design to the character of buildings and their surroundings on the West of the Site and an unnecessary distraction to motorists on both Elm Grove and St Mary's Road. I would encourage the council to reject this application and instruct the developer to remove the offending signage.	
Firstly I would like to comment that the advertising hoards are well in excess of a reasonable size in line with HBC planning policy. Second, I note that HBC planning have not made a decision on whether to approve this application	see considerations

and Third I note that the applicant has already got the advertising hoarding erected and flags flying even though the application is in "deposited" state.

I find it unacceptable that the applicant is negligent in following local planning policy and that he has openly disregarded (flouted) local planning rules.

I DEMAND that the signage and flags are removed IMMEDIATELY until such times as the application is approved.

7 Planning Considerations

7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan and any material considerations.

7.2 It must also be noted that The Town and Country Planning (Control of Advertisements) Regulations, 2007, at Class 8 gives Deemed Consent for advertisements on hoardings which enclose temporary construction sites. The conditions of this class state that advertisements must not be displayed more than three months before the date on which the building or construction works actually start; be more than 38 square metres in area; be more than 4.6 metres above ground level; and not be displayed for more than three years. It is recognised that hoardings around construction sites have an environmental benefit by screening the construction. In this instance this application is necessary because both the area of hoarding and the height of the freestanding signs and flags at 6m exceed that allowed under deemed consent.

7.3 The relevant considerations are as follows:

- (i) Amenity
- (ii) Public Safety

- (i) Amenity

7.4 The proposed signs are on hoardings around the site, which screen the activities taking place by builders resulting in a tidier visual appearance in street scene terms for the duration of the construction period. The signs are non-illuminated.

7.5 Third party representations object to the signage quoting Policy DM21 and considering the hoardings are not appropriate in size, scale and design to the residential character of St Mary's Road and cause a distraction to drivers in Elm Grove. However, the signage in St Mary's Road is considered relatively modest - most of the hoarding at the northern end does not have any advert displayed and is simply painted plain green (which means it does not require advertisement consent); there is then a section of open heras fencing providing the access and it is only the panel on the southern corner, Section D refers, on this elevation that actually requires advert consent. This

panel is relatively simple being just lettering on a white background and is not considered to be inappropriate in colour or design to the area. Its size is also considered appropriate to screen the site behind.

- 7.6 The panels on the south elevation are of a shallower size and mounted above the boundary wall, again with a large central section being painted plain green without advert. The two end panels where visible to the public car park and Elm Grove have lettering and single pictures on a white background. These are not considered visually excessive.
- 7.7 Fronting Elm Grove the hoarding extends the whole length of the site with alternate pictures and lettering panels. Elm Grove is more commercial and the temporary display of the signs is not considered to be harmful to the wider visual amenity of the area.
- 7.8 The 2 post mounted signs and 2 flags are 6m high and positioned away from the protected trees on the Elm Grove frontage. The overall height does not dominate the 2 storey scale of the nearest buildings. Overall the temporary display of the adverts on the hoardings around the site, and the pole and flag signs are considered to be visually appropriate in size, scale and design to each elevation and accord with policy DM21 of the Allocations Plan.

(ii) Public Safety

- 7.9 As noted by the Highway Engineer, despite being located adjacent a pedestrian crossing, the information displayed on the hoardings is limited and simple using large letters and well known logos. This makes the information easy and quick to read and assimilate, and is not therefore considered to cause a distraction to drivers. None of the signage is illuminated. There is therefore no objection on highway or public safety grounds.

Other matters

- 7.10 Adverts on hoardings can be erected up to 3 months prior to commencement of development and since development has started on site through the demolition of the public house, the timing of the erection of the adverts on these hoardings is not considered inappropriate. This application to display the adverts on the hoardings should have been submitted prior to display on site, but it would not be expedient for the Council to take Enforcement action pending determination of an advertisement application. The submitted forms request display of the signs until 31/01/2019 ie 2 years after first display, which is considered reasonable to cover the construction and sale period.

8 Conclusion

- 8.1 The proposed temporary signage is considered to be appropriate to the site and its context, compliant with relevant policy, and would not have any detrimental effect on either amenity or public safety for the next 2 years. Accordingly the application is recommended for temporary advertisement consent, to be removed by 31/01/2019 or within 14 days of the sale of the last property, whichever is the sooner.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00104

(A) subject to the following conditions

- 1 The advertisement hereby permitted shall be removed from the site by 31/01/2019 or 14 days after the sale of the last property, whichever is sooner.
Reason: In the interest of the amenities of the area.

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

Location Plan Drawing No S0_2267_03_AC_001

Board sign shown on Drawing No 15.116-01 (not Flag which is superseded)

Hoarding sections Site Plan Dated 31.05.16

Board sign dated 31.05.2016

Section A, B and D Panels plan dated 20.02.2017

Photo montage of board signs and flags with proposed location, dated 16.11.2016

Email dated 21.04.2017 confirming each flag sign (h)2400mm x (w)900mm

Reason: - To ensure provision of a satisfactory development.