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|-------------------|---------------------------------------------------|---------------|------------|
| Site Address:     | Land between 6-10, Sinah Lane, Hayling Island     |               |            |
| Proposal:         | Display of 1No. development site marketing panel. |               |            |
| Application Type: | Advertisement                                     |               |            |
| Application No:   | APP/22/00304                                      | Expiry Date:  | 29/06/2022 |
| Applicant:        | Mrs Hamlyn<br>BDW Trading Limited                 |               |            |
| Agent:            | Mrs Hamlyn<br>BDW Trading Ltd                     | Case Officer: | Lewis Ford |
| Ward:             | Hayling West                                      |               |            |

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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## **1 Site Description**

In June 2021, Planning Permission was granted under reference APP/20/01093 for the erection of 195no. dwellings (along with open space, a pumping station, and a sub-station), and the creation of a Brent Geese Refuge Area, on agricultural land north of Sinah Lane and east of North Shore Road on Hayling Island. This major residential development is known as "Pebble Walk".

In terms of this application for advertisement consent, the application site is the land between Nos 6 and 10 Sinah Lane which forms part of the approved new vehicular access for the above new major development of 195no. dwellings. The streetscene is predominantly residential and comprises properties of varying masses, bulks, tenures, materials, and designs. In terms of the two immediately adjoining properties – Nos 6 and 10 Sinah Lane – the former (No.6) comprises a brick built, chalet-style bungalow with hanging tiles, elements of white render and a double garage, whilst the latter (No.10) includes a smaller bungalow with white render, brick quoin, and traditional tiles.

## **2 Relevant Planning History**

GEN/17/00882 – Development Consultation Forum (DCF) for 162 dwellings.  
APP/18/00724 – WITHDRAWN app for 195 dwellings & CoU for Brent Goose Refuge.  
APP/20/01093 – PERM in Jun 2021 for 195 dwellings & CoU for Brent Goose Refuge.  
APP/21/00419 – WITHDRAWN app for erection of a Temporary Sales Cabin.  
APP/21/00420 – WITHDRAWN app for 5no. illuminated signs, 2no. flagpole signs, 4no. flags, 1no. non-illuminated fascia sign, 2no. pavement signs, 1no. window vinyl and 1no. post box.  
APP/21/00766 – WITHDRAWN app for 1no. MSM tri-sign & 2no. flagpole signs.  
APP/21/00857 – WITHDRAWN app for variation of Condition Nos 2 and 5 of Planning Permission ref. APP/20/01093.

## **3 Proposal**

Display of 1No. development site marketing panel.

#### **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 B Linger - Hayling West**  
No comment.

**Councillor C Satchwell - Hayling West**  
No comment.

**Councillor I Scott - Hayling West**  
No comment.

##### **Hampshire Highways**

The Highway Authority have reviewed the plans for the proposed signage as shown in drawing number PL-02 and are satisfied that this is in a location that will not block the visibility of pedestrians or vehicles. Having regard to the above, the Highway Authority provide no objections to the above planning application subject to the signage being located as shown within the above drawing number.

#### **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: 5

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

## **7 Planning Considerations**

- 7.1 Paragraph 136 of the National Planning Policy Framework (NPPF) explains that a separate consent process, within the planning system, controls the display of advertisements and that this should operate in a way which is “*simple, efficient, and effective*”. The NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, whilst taking account of cumulative impacts. Having due regard to the above, along with the relevant policies in the development plan and the requirements of the Advertisement Regulations, it is considered that the main issues arising from this application are:

- (i) Impact on Visual & Residential Amenity
- (ii) Impact on Highway Safety

(i) Impact on Visual & Residential Amenity

- 7.2 The proposed marketing panel for “Pebble Walk” would be located at the site entrance adjacent to the boundary with No.6 Sinah Lane. The panel would comprise a folded aluminium tray faced with digitally printed and gloss laminated vinyl graphics. The content of the panel would include a predominantly grey background with green, grey, and white lettering. As per ref. E.03 in the submitted “Signage Information” document, the panel would include “Coming Soon” signage, information about the residential build out, and contact information. In terms of size, the panel would have a height and width of approximately 1.94m and 1.4m respectively and would be held up by 2no. silver powder-coated posts. The panel and its posts would have a total height of approximately 4m; however, this would be reduced to approximately 3m above ground level once the posts are installed into the ground using “postcrete”.

- 7.3 Moreover, the proposed marketing panel is not considered to be inappropriate in nature nor scale in the context of the streetscene and the large development site being built out north of Sinah Lane. The proposed panel would be non-illuminated and would not result in a cluttered appearance in the streetscene. It is considered that the proposed panel would not have an adverse effect to / impact on the amenities of the neighbouring residential properties nor the wider locality. As such, the proposed panel would meet the requirements of Policy CS16 in the Havant Borough Local Plan (Core Strategy) 2011, and Criteria (1), (2) and (4) of Policy DM21 in the Havant Borough Local Plan (Allocations Plan) 2014.

(ii) Impact on Highway safety

- 7.4 The proposed marketing panel would be readily visible from Sinah Lane which is an unclassified road. The Highway Authority has raised no objection to the proposed marketing panel providing that it is installed in the location shown in the submitted plans and information. As such, it is considered that the proposed marketing panel would not lead to a detrimental impact on highway safety nor the wider highway network and, therefore, it would meet Criterion (3) of Policy DM21 in the Havant Borough Local Plan (Allocations Plan) 2014.

## **8. Conclusion**

- 8.1 The proposed marketing panel is considered to be acceptable, and the application is recommended for advertisement consent.
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## 9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/00304 subject to the following conditions:

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

**Drg No** PL-02 Rev P12 Location Plan (showing Proposed Panel Location only)  
Planning Statement (dated 11 March 2022)  
Signage Information (showing Panel ref E.03 Rev 06)

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

- 2 This consent shall be for a limited period until 30/05/2026, 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 and in the interests of the amenity of the area.