

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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). Request to discharge condition No/s 12, 14, 25 and 28 (received 16.06.2021). Request to discharge condition No. 18 (received 05/07/2021). Request to discharge condition nos 4 & 8 (received 3.8.21)., PERM,17/01/2020

APP/19/00374 - To create a Habitat Mitigation Zone for Brent Geese and Solent Waders (linked to the current planning application APP/18/00450)., WD,28/06/2019

APP/20/00786 - Levels verification to be submitted in phases., UNK,

APP/20/00835 - Application for non-material change to Planning Permission

APP/18/00450 relating to replacement of Maidstone house types with Elleton house types and Kenley house types with Denford house types., REF,29/10/2020

APP/20/00969 - Display of 1No.fascia sign and 6No. flag poles., PERM,26/02/2021

APP/20/00972 - Erection of temporary sales arena., PERM,16/03/2021

APP/20/01041 - Application for Non-Material Amendment to Planning Permission

APP/18/00450 relating to replace Maidstone house types with Elleton house types, and to replace Kenley house types with Denford house types., PERM,22/01/2021

APP/20/01098 - Application for non-material change to Planning Permission

APP/18/00450 relating to the finished floor level (FFL) of Plot 1. Plot 1 FFL to be raised from 8.200 to 8.500 to align with the approved FFL of attached neighbouring property (plot 2)., PERM,22/01/2021

APP/20/01099 - Application for non-material change to Planning Permission

APP/18/00450 relating to relocation of substation., PERM,03/02/2021

APP/20/01101 - Application for non material change to Planning Permission

APP/18/00450 relating to the spacing and parking layout of plots 156-161 (total 6 dwellings)., PERM,01/02/2021

APP/21/00133 - Display of 9No. externally illuminated double sided post mounted signs; 10No. sets of flags and flag poles; 1No. set of non-illuminated gable end letters; 2No. house plaques; 1No. internally illuminated fascia sign; 1No. window graphic; 5No. sets of vinyl dot manifestations; 1No. sales clock; 1No. post box and brochure holder; 1No. double sided pavement sign., PERM,31/03/2021

APP/21/00152 - Fell 2No. Alder trees (within G62 on submitted plan). Both trees within Group G1 subject to TPO 2049., WD,01/04/2021

APP/21/00226 - Application for Deed of Variation to S106 dated 17.1.2020 relating to Schedule 5, clauses 1.2, 2.2, 2.3, 2.4 and 7.4 relating to Highways Works Agreement.,

APP/21/00247 - Application for Deed of Variation to S106 dated 17.1.2020 relating to Schedule 2, clause 1.1 - management company, ,02/06/2021

APP/21/00605 - Re-plan part of the residential area of the site to facilitate an additional 34 new homes within the development area to create a total 147 dwellings, inclusive of the additional 34 units., ,

APP/21/00758 - Condition 18 - AES Sustainability Consultants Ltd, BREEAM 2014 Pre-Assessment Report, UNK,

APP/21/00824 - Application for non-material change to planning permission

APP/18/00450 relating to relocation of gas governor and rotation of toilet block., PERM,03/09/2021

APP/21/00895 - Condition 4 - H213-materials_V2 document and drawings H213/S96A-10A and 11A Condition 8 - Dalton Homes Ltd., Construction Environmental Management Plan including drawing H213/SS01, UNK,

APP/21/00894 - Condition 4 - H213-materials_V2 document and drawings H213/S96A-10A and 11A Condition 8 - Dalton Homes Ltd., Construction Environmental Management Plan including drawing H213/SS01, UNK,

3 Proposal

- 3.1 Display of 2No. Totem; 7No. sets of flags and flag poles; 1No. non-illuminated fascia; 2No. name plaques; 9No. double sided signs; 1No. swing board sign; 1No. door graphic; 1No. sales clock; 1No. post box and leaflet holder; for David Wilson Sales Arena Layout.
- 3.2 It is noted that some of the advertisements have already been erected.

4 Policy Considerations

National Planning Policy Framework 2021

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 D Guest

No comments received.

Councillor Gary Robinson

No comments received.

Councillor Mark Inkster

No comments received.

County Ecologist

I have no comments to make on the proposed development.

Developer Services, Southern Water

Southern Water would have no objection for the above proposal.

Hampshire Highways

The Highway Authority have no objection to this application.

Langstone Harbour Board

The Board's Planning Sub Committee has considered this application and has no objections to the proposals.

Natural England Government Team

No comments received.

Southern Gas Networks - stage 1

There are high pressure pipelines in the vicinity of your proposed work area. SGN formally object to this planning application until such time as a detail consultation has taken place.

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: 10

Number of site notices: At least one site notice exists

Statutory advertisement: Not applicable.

Number of representations received: 3

3 letters raising the following issues:

- Already have ample advertising
- Will distract drivers
- Having more houses built will create more pollution
- Any more flags, lights etc would be a further intrusion into our lives

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 already a number of advertisements on the development site. Whilst this proposal would increase the amount of advertising, the size and scale of these adverts are considered appropriate in context of a large development site.

7.3 Previous permissions for advertisements have been limited to 5/10/2025 which was considered a reasonable period for the phased development to be built out and to ensure that the advertisements are removed as soon as possible.

7.4 It is considered the 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

7.5 It is considered that the adverts fronting onto Havant Road would not result in adverse harm to highway safety as they are 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.

(iii) Effect on residential amenity

7.6 It is considered that given the degree of separation of the adverts to the closest residential properties that the proposal would not have a significant adverse impact on residential amenity. 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).

8. Conclusion

8.1 The proposed signs are 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/21/00670 subject to the following conditions:

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

PROPOSED SITE LAYOUT

DWH - HARBOUR PLACE ARTWORK

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.