
Site Address:	Land South of Scratchface Lane, adjacent to A3M and West of Brooklands Road and Hillmead Gardens, Havant		
Proposal:	Display of 3No. freestanding stack advertisements (2 arranged in 'V' formation) and 2No. flags, located at Brooklands Road and Portsdown Hill Road.		
Application No:	APP/14/00134	Expiry Date:	04/04/2014
Applicant:	Mr A King	Team:	Team 1
Agent:		Case Officer:	David Eaves
Ward:	Bedhampton		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The proposed advertisements would serve a development site for 92 dwellings with access off Brooklands Road.
- 1.2 There are two separate sites for the proposed signs, the first is on Portsdown Hill Road close to a bridge over the A3(M) in a relatively elevated location. The other would be set back from Brooklands Road on the road entrance to the site with bungalows to the north and east.

2 Planning History

There is a long and complex planning history associated with this site, the most relevant parts in relation to this application are considered to be:

APP/13/00103 Variation of Condition 47 of Planning Permission APP/12/00612 to allow for a revised layout for the approved scheme, including change to house types comprising 2No. 1 bed flats, 7No. 2 bed flats, 27No. 2 bed houses, 48No. 3 bed houses, 8No. 4 bed houses; and garage/parking amendments. Permitted July 2013

APP/12/00612 Outline application for the erection of 92 open market and affordable dwellings comprising 4No. 1 bedroom flats; 5No. 2 bedroom flats; 26No. 2 bedroom houses; 44No. 3 bedroom houses; 13No. 4 bedroom houses; new pumping station; new vehicular access from Brooklands Road including demolition of 2 dwellings; new pedestrian and cycle accesses onto Scratchface Lane and Portsdown Hill Road. (Revised Application.) Permitted November 2012

3 Proposal

Display of 3No. freestanding stack advertisements (2 arranged in 'V' formation) and 2No. flags, located at Brooklands Road and Portsdown Hill Road. As originally submitted the advertisements at Portsdown Hill Road were 6m in height; this has been reduced to 3m following negotiation. Also the advertisements at Brooklands Road were originally proposed at 6.17m above ground level; this has been reduced to 5m following negotiation.

4 Policy Considerations

National Policies

National Planning Policy Framework 2012

Core Strategies 2011 forming part of the HBLDF
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) Submission Version December 2013
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer:

After our conversation I have reached the conclusion that the sign should be refused on the grounds that the layout and amount of information displayed would cause distraction to users of Portsdown Hill Road.

Comment: Discussed amendments to reduce Portsdown Hill Road sign to 3 metres with less boards (now achieved with revised drawings) subject to this change there are no further highway concerns.

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: 2

Statutory advertisement: Not applicable.

Number of representations received: 2

Summary:

Re: Portsdown Hill Road:

Too high and intrusive, vulnerable to wind damage should be no more than 3m high.

Should not be sited on grass verge as shown (highway issues).

Question raised as to how long the advert would be in place.

Impact on A3(M) users

To avoid distraction faces of sign should face Portsdown Hill Road

Sign should be reduced to 2m to avoid distraction to A3(M)

Brooklands Road

Height overpowering , a height of 2m would be more acceptable.

Both Signs

Size and style not in keeping

Officer comment: Following receipt of these objections negotiations have taken place to reduce the size of the signs, as described in Section 3 above.

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) Principle of development
- (ii) Impact on amenity
- (iii) Impact on Highway Safety

(i) Principle of development

7.2 The proposed signs would advertise the new residential development and are considered acceptable in principle for a temporary period subject to other criteria applicable to the installation of advertisements as considered below. The applicant has indicated that the signs would be required until August 2016.

(ii) Impact on amenity

7.3 The Portsdown Hill sign has an increased visual impact on its surroundings due to its elevated position and the wider public view afforded by its siting. The advertisement has been reduced from that originally proposed (6m with 5 boards per elevation to 3m with 3 boards). It is considered that this amended advertisement would now have an acceptable impact on amenity on a temporary basis.

7.4 The advertisement at Brooklands Road includes 2 flags and a single front elevation. The sign and flags would be set back from the road frontage and relatively close to an existing bungalow. The advert and flags have been reduced in height to 5m in order to reduce their impact on amenity. It is considered that, given the scale of existing buildings in close proximity to the site, the proposed advert and flags would have an acceptable impact on the amenities of the area.

(iii) Impact on Highway Safety

7.5 The advert on Portsdown Hill initially resulted in an objection on highway safety grounds being raised by the Development Engineer. This was in part due to the height of the advert and to the distraction caused by the amount of information contained on the various boards. The height and information has now been significantly reduced. It is considered that the highway safety issue has now been overcome.

7.6 The adverts proposed for Brooklands Road have elicited no objections on highway safety grounds.

8 Conclusion

8.1 In conclusion, the amended advertisements including flagpoles are now considered to have an acceptable impact on amenities and highway safety. It is recommended that a temporary consent to reflect the nature and need for the advertisement is granted advertisement consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00134 subject to the following conditions:

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 The advertisement hereby permitted shall be removed from the site by 1st September 2016 or 14 days after the sale of the last property the subject of Planning Permission APP/13/00103, whichever is the sooner.
Reason: In the interest of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 7 The flagpoles hereby permitted shall not exceed 5 metres in height.
Reason: For the avoidance of doubt and in the interests of amenity and having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, emerging policy DM21 of the Havant Borough Local Plan (Allocations) Submission Version December 2013 and the National Planning Policy Framework 2012.
- 8 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan, Elevations, Part Site Plan, Plan Drawing Number: 02.12/AD1
Rev B

Reason: - To ensure provision of a satisfactory development.

