



DE POL

CHARTERED TOWN PLANNERS

established 1986

ADVERTISEMENT CONSENT STATEMENT

**258 Havant Road, Hayling Island,
PO11 0LP**



ADVERTISEMENT CONSENT STATEMENT

Consent to install illuminated and non-illuminated signage.

Description:

Consent to install illuminated and non-illuminated signage.

Applicant:

EG on the Move

Date:

March 2026



Planning Statement

Contents

Contents

Chapter 1: Introduction	1
Chapter 2: Site Description & Planning History	2
Chapter 3: Legislative and Planning Policy Context	5
Chapter 4: Assessment of Proposals.....	7
Chapter 5: Conclusion.....	11



Chapter 1

Introduction

- 1.1. De Pol Associates Ltd are retained by EG on the Move to submit an advertisement consent application for the installation of illuminated and non-illuminated signage at the EG on the Move service area, at 258 Havant Road, Hayling Island.
- 1.2. This statement provides a description of the proposed development together with an appraisal of the planning merits of the scheme in the context of relevant legislation and planning policies/guidance. It should be read and considered in conjunction with all accompanying drawings submitted as part of the application.
- 1.3. For reasons identified in this statement it is considered that based on the requirements of legislation, planning policy, and material considerations, the proposal represents appropriate development and that advertisement consent ought to be granted.



Chapter 2

Site Description, Location, & Proposal

Site Description

- 2.1. The application site is located at the north of Hayling Island, immediately south and adjacent to Langstone Road Bridge, which provides the only road access point to the island.
- 2.2. The site houses an existing petrol refilling and service business, which services the town of Stoke to the south, the Yacht club to the east, and any other traffic that travels between the island and mainland.
- 2.3. The site itself faces northwest onto Havant Road and overlooks Bridge Lake and the historical railway viaduct. Beyond the neighbouring roads, the site is located between the estuary to the north and agricultural land leading into Portsmouth to the south. The site is surrounded by a bank of trees separating it from the surrounding area. Figure 1 depicts the location of the site.

- 2.4. The nearest town, Stoke, is over half a kilometre south, and is visibly separated from the filling station by the dense surrounding trees.

Figure 1: Illustrative Location of the Site



- 2.5. The site also sits at the westernmost periphery of the Chichester Harbour National Landscape Area.

Proposed Development

- 2.6. The proposed signage would be located across the service station site and essentially represents a like for like rebranding of the service station following its acquisition by EG on the Move. The 5.8m totem sign replaced that which was previously on the site and is necessary so that prospective customers are made aware of the available services on site – a necessary element the business. The rest of the signage represents a replacement to the station canopy and internal signage related to the shop.
- 2.7. This application relates to the installation of the following signs:
- Canopy signs
 - A totem sign
 - Road signs
 - Car washing informative sign
 - Car wash vinyl fascia
 - Front sign



- 2.8. The signs are predominantly white, grey and green in line with the corporate colours of EG on the Move with other colours utilised in relation to brands etc. All illuminated signs have static illumination and are illuminated at no more than 300 cd/m².



Chapter 3

Legislative and Planning Policy Context

- 3.1. The legislation in respect of advertisement control is The Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended) (the regulations). These regulations identify what constitutes an advertisement and which advertisements benefit from deemed consent and which types of adverts require express consent from the authority.
- 3.2. Regulation 3 of the above-mentioned regulations advises that local authorities can only exercise control in respect of amenity and public safety. The regulations do not provide an opportunity for advertisement proposals to be considered in relation to any other matter.

Development Plan

- 3.3. Notwithstanding the regulations the Development Plan for the application site is formed by the Havant Borough Core Strategy 2011 (Core Strategy), and the Havant Borough Local Plan (Allocations) 2014 (Allocations Plan). These documents provide the policies against which applications in Havant are assessed.
- 3.4. There are no policies which relate specifically to advertisements in the Development Plan but Policy CS16 and DM8 in the Core Strategy relate to design requiring development to respect the character of the area and be of high quality. Additionally, policies CS12 and DM9 govern development in the National Landscape and the coast respectively.

National Planning Policy Framework

- 3.5. In addition to the Development Plan and relevant legislation, the National Planning Policy Framework (NPPF) is a significant material consideration against which the Development Plan should be balanced.
- 3.6. The National Planning Policy Framework (NPPF) represents national planning policy and is of relevance to this application.



- 3.7. NPPF advises in paragraph 85 that local authorities that "*significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development*". In respect of advertisements specifically Paragraph 141 identifies that poorly sited and designed advertisements can have a negative impact on the built environment. It goes on to confirm, in line with the regulations, signs should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Planning Policy Guidance

- 3.8. In addition to planning policy and legislation, the Planning Policy Guidance (PPG) is an online resource which provides guidance on the interpretation of the NPPF. The PPG sets out matters to be considered in relation to amenity and safety.



Chapter 4

Assessment of Proposals

- 4.1. This section of the statement assesses the application proposals against the relevant criteria of amenity and safety.
- 4.2. As previously identified, the regulations state that *"a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety"*. It is these two matters which are considered in detail below. As the site is located in an National Landscape amenity will also be considered through in regard to the landscape amenity of the area.

Residential Amenity

- 4.3. The PPG outlines that amenity is generally considered to mean aural and visual amenity. In this instance there is no noise associated with the proposal and therefore the only amenity of consideration is visual.

Location of proposed signage

- 4.4. The numerous signs would be within the and in the general vicinity of the service area. The totem sign (displaying fuel prices and the available services) replaced a previous sign on the site of comparable scale and detail. All of the signs in this application advertise the associated business on site – directionally or informatively – and so clearly relates to the approved use.
- 4.5. The location of the totem sign is designed to provide visibility close to the main road to alert passing drivers to the service area. The sign includes the price of petrol at the petrol station – it is critical to advise drivers of this from a visible position and in particular where they will see it passing the site.
- 4.6. The proposed canopy signage is located around the petrol station canopy and is a common feature of petrol filling stations. Again this replaces the previous signage which wrapped around the canopy.



- 4.7. Various other non-illuminated signs are proposed to provide direction to drivers on entering the site.
- 4.8. The PPG sets out some consideration in terms of amenity, and this advises that local authorities may want to consider the characteristics of the neighbourhood and in doing so references important historic, architectural, or cultural features. In this instance it is considered that there are none of these present and the proposed signage has no impact on the type of characteristics the PPG has identified.

Visibility of the proposed signage

- 4.9. The proposal is over half a kilometre from the nearest towns and is not visible from the relevant residences. The distance, in combination with the trees and foliage, means that the proposal would not impact residential amenity.

Amenity in the National Landscape

- 4.10. As the site is within a National Landscape it is necessary to demonstrate that the proposal would not have any meaningful impact on the area's natural landscape beauty – which the designation aims to preserve.
- 4.11. The site is only visible when approaching from the north along Langstone Road Bridge and can only be viewed from a close distance when approaching from the south on Havant Road – and the east from Northney Road.

Impact on the National Landscape

- 4.12. The existing signage for the filling station previously existed on site in the context of the landscape designation and was not considered to have an unacceptable impact. The site is peripheral to the principle focus of the designation and does not form part of any key views within the National Landscape. Indeed the existing landscaping around the site ensures that it is separated from the wider landscape area.
- 4.13. Moreover, the limited visibility of the site means that the proposed signage would not substantially or meaningfully harm the objectives of the Landscape designation, particularly in comparison to the previous signage.



- 4.14. The proposed signage does not materially impact upon the National Landscape in any way to be considered harmful. This is particularly in the setting of the previous signage on the site which this application essentially represents a replacement of.

Public Safety

- 4.15. The regulations identify that signage should not impact on public safety and this has been given careful consideration in the preparation of this proposal.
- 4.16. The proposed sign does not impair or obstruct sight lines on the highway. The proposed signs are set well back from the road within the development. The totem sign is clearly visible on approach but has no implications for any associated sight lines.
- 4.17. The proposed signs by means of their location and design means they do not obstruct or confuse any road user's view. The sign avoids having an appearance similar to any existing road sign on the network and their position within the site means they will not conflict with existing road signage in the area.
- 4.18. The sign does not over sail the carriageway and therefore there is no risk presented to road users.
- 4.19. In terms of the illumination of the signs, this will remain static avoiding the creation of a distraction which can be created by moving or flashing illumination. The signs are set well back from the main carriageway in the site and as such the illumination of the signs will not result in a distraction.
- 4.20. The signs have been located so as to avoid glare or dazzling road users. Furthermore, the levels of illumination proposed further avoid any risk of dazzling drivers.
- 4.21. There are no changes of display which could distract drivers.
- 4.22. The majority of proposed signage does not require close inspection and therefore would not put anyone at risk from studying or reading the sign in detail.
- 4.23. There is no risk of the proposed signs being confused with any defined traffic signs. The signage is clearly not designed to appear as or mimic any formal signage located on the wider network. The signage clearly relates to the petrol filling station business on the site.



- 4.24. It is not considered that the proposed signage will not cause a danger to road users and complies with this element of the regulations.



Chapter 5

Conclusion

- 5.1. The proposed illuminated and non-illuminated signage at 258 Havant Road represents an appropriate and proportionate form of advertisement signage for an established service area. The signs have been carefully designed and positioned to ensure they meet the operational needs of the business while respecting the surrounding environment. As demonstrated in this statement, the proposals comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which limit assessment to matters of amenity and public safety.
- 5.2. In terms of amenity, the signage will sit comfortably within the commercial context of the site, will not impact any scenic or historic features, and will not affect nearby residential properties due to distance and existing vegetation. With respect to public safety, the signs avoid any conflict with highway sightlines, do not resemble statutory road signage, and use static illumination to prevent driver distraction, ensuring full compliance with regulatory guidance. The signage essentially represents a replacement for the signage that previously existed on the site following its acquisition by the applicant.
- 5.3. Overall, the proposal accords with the relevant local planning policies relating to design and the guidance set out within the National Planning Policy Framework, which supports development contributing to local economic activity. The signage forms a necessary and well-considered enhancement to the site. For these reasons, it is concluded that advertisement consent should be granted.