

Parish: Hunston	Ward: Sidlesham
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HN/17/01301/ADV

Proposal 1 no. non-illuminated temporary hoarding sign.

Site Brook Lea Selsey Road Hunston Chichester West Sussex PO20 1NR

Map Ref (E) 486348 (N) 102152

Applicant Mr Edward Rees

RECOMMENDATION TO PERMIT



**NOT TO
SCALE**

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1.0 Reason for Committee Referral

Hunston Parish Council Objection - Officer recommends Permit

2.0 The Site and Surroundings

- 2.1 The site is located within the settlement boundary of Hunston and within a developed area. The site is presently being developed for 5 dwellings replacing a single dwelling on a large plot. The new development is now nearing completion and in all cases the main elements of the new dwellings are complete. The new dwellings are set away from the access to the site, the closest being approximately 8.5m away from the B2145 Selsey Road. The development is now being actively marketed for sale.
- 2.2 The site is surrounded by existing development which is residential in character, except on the north-west side where it adjoins the Chichester Canal. It is located on the west side of the B2145 Selsey Road from which it derives access by means of what was the existing access point for the original dwelling.
- 2.3 The site is within an Area of Special Control under Regulation 20, The Town & Country Planning (Control of Advertisements) (England) Regulations 2007. There are no other designations relevant to the application in the vicinity of the proposed advertisement.

3.0 The Proposal

- 3.1 At the time of application for advertisement consent, the sign the subject of this application had not been displayed. However, the sign is now being displayed and as such this application now seeks retrospective advertisement consent for its continued display. During the course of the application a revised application drawing has been received relating to the accurate sign location, since the originally submitted drawing showed the location (inaccurately) as being closer to the edge of highway than it is.
- 3.2 The sign is located on the north side of the access to the development on the corner of the junction with the B2145 Selsey Road. The sign is a non-illuminated board sign measuring 2m by 2m and is supported by 2 posts which raise the bottom of it slightly above ground level by approximately 10cm (0.1m). The overall height of the sign is therefore 2.1m. The sign faces southwards and is therefore visible to northbound traffic and pedestrians approaching the site entrance.
- 3.3 In terms of content, the sign is split into 3 horizontal fields. The top field is approximately 0.65m deep and on a dark blue background contains the name of the development in white lettering, 'The Waterbank'. Above this is a logo/graphic which is reminiscent of grass/reeds and this is also in white. Beneath is a location, 'Chichester, West Sussex'. The central field is approximately 0.85m deep and contains a coloured computer generated rendering of the development when complete. The lowest field is approximately 0.5m deep and contains the developers name and logo and the sales agents name on each side of centrally located contact details.

- 3.4 The sign is located outside of the northern visibility splay at the site access point and is set back from the edge of the highway by approximately 2.6m at its closest edge. The location of the sign has been accurately measured on site. The sign is set parallel to an existing 1.8m wooden panel fence which is located at the edge of Summer Cottage to the north of the site access. The sign is slightly higher than the top of this fence.

4.0 **History**

16/00856/OUT	WDN	Redevelopment of the site for 7 no. dwellings and associated works.
16/00857/OUT	PER106	Redevelopment of the site for 5 no. dwellings and associated works.
16/02672/REM	PER	Appearance and landscaping.
17/00314/FUL	PER	Construction of 5 no. dwellings and associated works (minor amendment to outline planning permission 16/00856/OUT and associated reserved matters 16/02672/REM).
16/00856/OUT	WDN	Redevelopment of the site for 7 no. dwellings and associated works.
16/00857/OUT	PER106	Redevelopment of the site for 5 no. dwellings and associated works.
16/02672/REM	PER	Appearance and landscaping.
17/00314/FUL	PER	Construction of 5 no. dwellings and associated works (minor amendment to outline planning permission 16/00856/OUT and associated reserved matters 16/02672/REM).
17/01985/FUL	WDN	Removal of condition 8 from permission HN/17/00314/FUL.
17/02423/FUL	REF	Variation of condition 8 of permission HN/17/00314/FUL. Omit the post and rail fence and amend plan.

5.0 Constraints

Listed Building	NO
Conservation Area	NO
Rural Area	NO
AONB	NO
Strategic Gap	NO
Tree Preservation Order	NO
- Flood Zone 2	NO
- Flood Zone 3	NO
Historic Parks and Gardens	NO

6.0 Representations and Consultations

6.1 Parish Council

Hunston Parish Council objects on the following grounds:

The proposed hoarding by way of its mass and height would be a dangerous distraction to road users.

The proposed hoarding is misleading as it promotes the development under the name of The Waterbank, the name of the development is Brook Lea as approved by the Parish Council.

The County Council had stated that the formation of the visibility splays will require the setting back of a fence north of the access, forming the boundary to Summer Cottage. These splays have not yet been complied with and the hoarding should not be erected until this has been rectified. The County Council also required that once provided the splays shall thereafter be maintained and kept free of all obstructions over a height of 0.6 metre above adjoining carriageway level or as otherwise agreed. This proposed advertising hoarding would sit at its highest point some 3m high which is contrary to the County Councils guidelines.

6.2 WSCC Strategic Planning

WSCC Highways raises no objection to the sign. This is located outside any visibility splay and the publicly maintained highway, and as such should have no adverse impacts upon highway users.

6.3 Third Party Comments

1 letter of objection from a resident to the south of and adjoining the site has been received concerning:

- a) this sign is totally unnecessary,
- b) far too large and an eye sore in the village.
- c) A small discrete sign in line with others used in the village would be more appropriate.

- d) I object to the use of a photograph that has a picture of my property and myself in it, which would indicate my support of this project which I most definitely do not. Neither the applicant or the Estate agent have approached me for a property release (my property is clearly identifiable) or model release for this photograph and can therefore not legally use it. In this knowledge the Council would be culpable in an illegal act if they let this sign go ahead.

Applicant/Agent's Supporting Information

The applicant has responded to the Parish Council objection as follows:

Size of hoarding: Sure you will appreciate this hoarding is fairly standard, and of a size that is used on almost every other development within the District. We dispute that the sign would be dangerous, but if you wanted to discuss its location then we would be happy to do so.

Misleading: I am not sure this requires a comment, but for the avoidance of any doubt 'Waterbank' refers to the name of the development not the street. This is a marketing matter, so not entirely relevant to such scrutiny.

Visibility Splays: As you will be aware the visibility splay is a pre occupation condition of planning. It is likely that the sign and setting back of the fence will take place at the same time. For the avoidance of doubt the sign will only be in place during the marketing of the site and will be removed prior to occupation; therefore, it will not affect the planning condition as suggested. (Officer comment: It should be noted that the sign is actually outside of the visibility splay and will not therefore require relocation).

7.0 Planning Policy

The Development Plan

- 7.1 The Development Plan for Chichester District comprises policies of the Adopted Chichester Local Plan 2014-2029 and all Adopted Neighbourhood Plans.
- 7.2 There are no planning policies relevant to the consideration of this application in the Development Plan and there is no adopted Neighbourhood Plan for Hunston Parish at this time.
- 7.3 There are no Supplementary Planning Guidance or Interim Statements material to the determination of this application. There is also no Village Design Statement for Hunston.

National Policy and Guidance

- 7.4 The National Planning Policy Framework has been considered. Paragraph 67 states that:

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

- 7.5 Consideration should also be given to the Town & Country Planning (Control of Advertisements) (England) Regulations 2007, as amended.

- 7.6 The aims and objectives of the Chichester in Partnership Community Strategy 2016-2029 which are relevant and material to the determination of this planning application are:

- Influence local policies in order to conserve and enhance the qualities and distinctiveness of our area.

8.0 Planning Comments

- 8.1 The Town & Country Planning (Control of Advertisements) (England) Regulations require that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

- 8.2 'Amenity' is not defined exhaustively in the Regulations but it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

- 8.3 Due to the context of the site the main issues arising from this proposal are therefore:

- i) Impact on visual amenity
- iii) Impact on public safety/highway safety.

Assessment

- i) Impact on visual amenity

- 8.4 The sign is a temporary one and is to be removed once sales of the dwellings have been completed and before they are occupied. It is set back from the highway and is seen against a backdrop of fencing, which it is a little higher than and also planting in the garden to the rear of it. The sign is not considered to be disproportionately large in this context and its design and appearance are not considered to be unduly intrusive visually. The sign is considered to sit well within its context. It is not

considered to be harmful to visual amenity in general nor to the visual amenity of the occupiers of properties in the immediate locality.

- 8.5 The sign is not illuminated and as such would also not be visually intrusive for that reason. In addition, the sign is at the lower end of the scale of size and proportions commonly seen at development sites and it would therefore be difficult to argue that it is an uncommon and therefore visually intrusive feature.
- 8.6 The sign does result in limited visual impact, but that impact is not considered to be harmful to amenity. It is also a temporary advertisement sign which will be removed and as such any visual impact is transient.

ii) Impact on public safety/highway safety

- 8.7 As previously stated in this report, the sign is located outside of the northern visibility splay at the site access point and is set back from the edge of the highway by approximately 3m at its closest edge of the sign. The visibility splay has a 2.4m setback from the edge of highway.
- 8.8 The sign is set parallel to an existing 1.8m wooden panel fence which is located at the edge of Summer Cottage to the north of the site access. The sign is slightly higher than the top of this fence. The sign does not therefore impact on highway safety for vehicles leaving the site. There is no footpath to the north of the site access point and in any event, the location of the sign is such that it would not impact on pedestrian safety.
- 8.9 In terms of impact on highway users of the B2145 Selsey Road, potential impact is limited to northbound users. However, the sign is set back from the highway; it is not illuminated and is not considered to be 'strident' or large in terms of visual appearance and therefore most unlikely to give rise to distraction to highway users.
- 8.10 Taking into account the above, there is not considered to be demonstrable harm to public or highway safety, nor to give rise to danger, and as such it is not considered that the sign can be reasonably objected on these grounds.

iii) Other Matters

- 8.11 A comment has been received regarding the use of an image which includes an individual and their property. This is a civil matter to be resolved between the parties as this relates to the content of the sign and not its impact upon either visual amenity or public/highway safety so far as the advertisement regulations are concerned.

Conclusion

- 8.12 Based on the above assessment it is considered the various advertising sign does not give rise to harm to amenity or to public/highway safety and that its display would be consistent with guidance in respect of advertisements. It is therefore recommended that Advertisement consent be granted, subject to conditions.

Human Rights

- 8.13 In reaching this conclusion the Human Rights of the applicants and nearby occupiers have been taken into account when reaching this recommendation and it is concluded that the recommendation to permit is justified and proportionate.

RECOMMENDATION

PERMIT subject to the following conditions and informatives:-

1) The advertisement shall not be displayed other than in accordance with the following approved drawings:

Location and Site Plan - Drawing Number TSP 572/A1-04

Sign Location and Visibility Splays - Drawing Number 0861/SV01 Rev A

Elevation and Section - Drawing Number 861/SB01

Reason: For the avoidance of doubt, in the interests of proper planning and in the interest of visual amenities.

2) The advertisement hereby permitted by this consent shall be removed no later than 7 days following the sale of the last dwelling of the site, outlined in red, on submitted drawing number TSP 572/A1-04 (Location and Site Plan) or within 1 year of the date of this consent, whichever is the sooner.

Reason: In the interests of visual amenity.

3) The advertisement hereby permitted by this consent shall at no time be illuminated in any manner.

Reason: In the interests of visual amenity.

INFORMATIVES

1) The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant consent in accordance with the Advertisement Regulations, the National Planning Policy Framework and National Planning Practice Guidance.

2) The applicant is advised that it should be noted that in the unlikely event that it is proposed to illuminate the flags, a further application for advertisement consent will be required.

For further information on this application please contact Ross Leal on 01243 534734