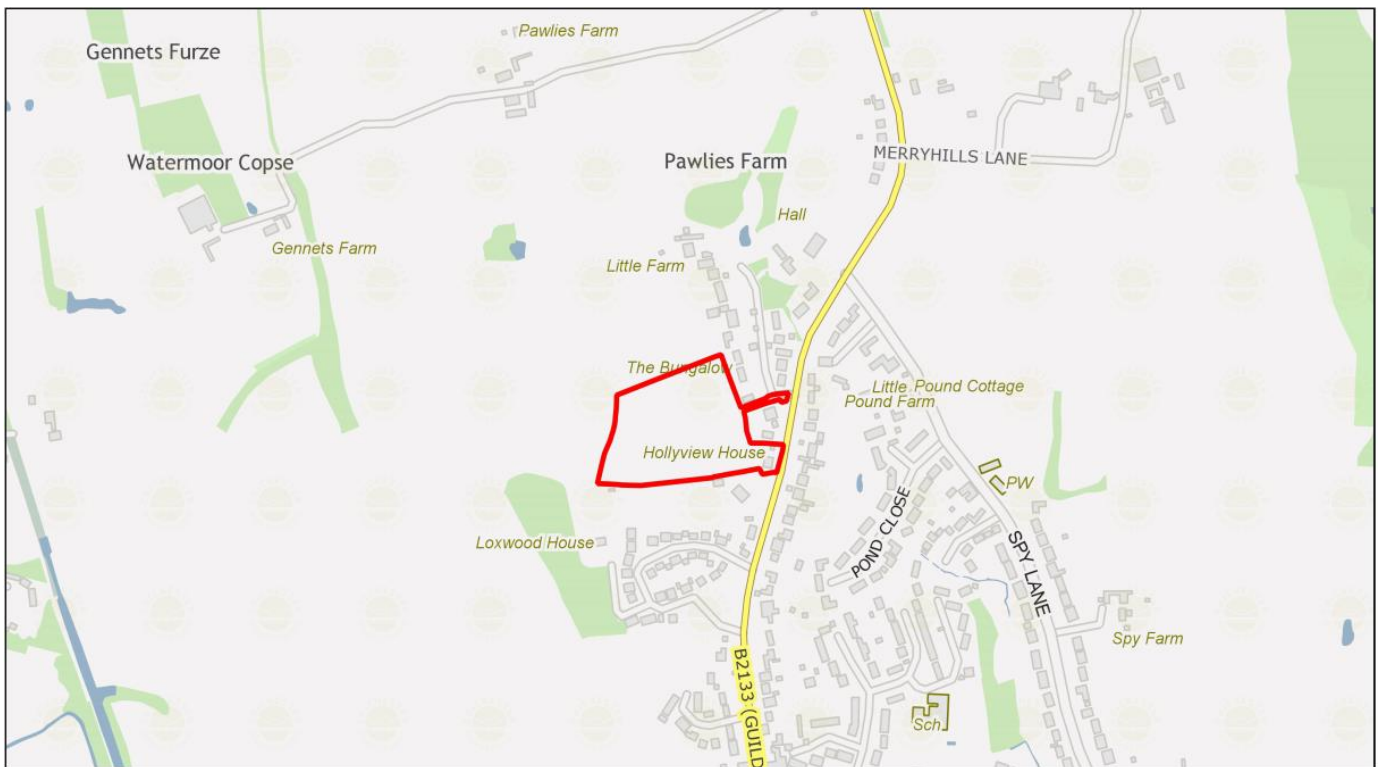



Parish: Loxwood	Ward: Loxwood
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**LX/21/02477/ADV**

<b>Proposal</b>	1 no. non-illuminated totem sign.		
<b>Site</b>	Land South West Of Guildford Road Loxwood West Sussex		
<b>Map Ref</b>	(E) 503718 (N) 131983		
<b>Applicant</b>	n/a	<b>Agent</b>	Miss K Gilbert

**RECOMMENDATION TO PERMIT**



	<p><b>NOT TO SCALE</b></p>	<p>Note: Do not scale from map. For information only. Reproduced from the Ordnance Survey Mapping with the permission of the controller of Her Majesty's Stationery Office, Crown Copyright. License No. 100018803</p>
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## **1.0 Reason for Committee Referral**

1.1 Parish Objection - Officer recommends Permit

## **2.0 The Site and Surroundings**

2.1 The application site is located to the west of Guildford Road on the north-western outskirts of Loxwood. Fifty dwellings are currently under construction on the application site, as approved under planning permission 20/01481/FUL.

2.2 The site adjoins the Loxwood Settlement Boundary and as such there are dwellings to the north, south and east whilst to the west are fields in arable farming use.

## **3.0 The Proposal**

3.1 The application seeks advertisement consent for the installation of 1 no. non-illuminated totem sign for a temporary period of 1 year.

3.2 The proposed advert would be 4 metres high above ground level (with 1 m posts under ground). The advertisement would comprise 1 no. 2440(w) x 1220mm(h) dibond panel and 4 no. 2440mm(w) x 610mm(h) dibond panels.

## **4.0 History**

19/01240/FUL	REF	Demolition of existing dwelling and the erection of 50 dwellings to include 35 private units and 15 affordable units, creation of proposed vehicular access, internal roads and footpaths, car parking, sustainable drainage system, open space with associated landscaping and amenity space.
20/01481/FUL	PER106	Demolition of existing dwelling and the erection of 50 dwellings to include 35 private units and 15 affordable units, creation of proposed vehicular access, internal roads and footpaths, car parking, sustainable drainage system, open space with associated landscaping and amenity space (resubmission of planning application reference LX/19/01240/FUL).
20/03194/OBG	PER106	Proposed S.106 Deed of Variation in respect of mortgagee in possession clauses for development permitted under ref. LX/20/01481/FUL
21/00138/NMA	PER	Non-material amendment to planning permission 20/01481/FUL- alteration of the southern fence line of plots: 1, 6, 7, 8, 9, 10, 11, 12, 13, 14 and 15.

21/00937/DOC	PER	Discharge of condition 3 of permission 20/01481/FUL.
21/01109/NMA	PER	Non material amendment for permission 20/01481/FUL - removal of garages (except four-bedroom units) and amending rear doors from bi-fold to a French window style.

## 5.0 **Constraints**

Listed Building	NO
Conservation Area	NO
Rural Area	NO
AONB	NO
Tree Preservation Order	NO
EA Flood Zone	
- Flood Zone 2	NO
- Flood Zone 3	NO

## 6.0 **Representations and Consultations**

### 6.1 **Parish Council**

Object. The sign does not reflect the planning consent it indicates that all 50 are either affordable rent, rent to buy or shared ownership.35 of the houses are open market. The Parish Council feel a 5m high sign is an excessive size.

### 6.2 **Third party comments**

No representations have been received.

## 7.0 **Planning Policy**

### **The Development Plan**

7.1 The Development Plan for the area comprises the Chichester Local Plan: Key Policies 2014-2029, the CDC Site Allocation Development Plan Document and all made neighbourhood plans. The Loxwood Neighbourhood Plan was made on the 14th July 2015 and forms part of the Development Plan against which applications must be considered.

7.2 The principal planning policies relevant to the consideration of this application are as follows:

## Chichester Local Plan: Key Policies 2014-2029

### Policy 47: Heritage and Design

#### Loxwood Neighbourhood Plan

There are no policies relevant to the consideration of an application for advertisement consent.

#### National Policy and Guidance

- 7.3 Government planning policy now comprises the revised National Planning Policy Framework (NPPF 2021), which took effect from 21 July 2021. Paragraph 11 of the revised Framework states that plans and decisions should apply a presumption in favour of sustainable development, and for decision-taking this means:
- c) approving development proposals that accord with an up-to-date development plan without delay; or*
  - d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:*
    - i. the application of policies in this Framework that protect areas of assets of particular importance provides a clear reason for refusing the development proposed; or*
    - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.*
- 7.4 Consideration should also be given to paragraph 136 which relates specifically to the control of advertisements. The advertisement section of the National Planning Practice Guidance has also been taken into account.
- 7.5 The following is also relevant:
- Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
- #### Other Local Policy and Guidance
- 7.6 The Council has adopted a Guidance Note relating to advertisements, but this only concerns advertisements within designated Conservation Areas, and is therefore not relevant to the consideration of this application.
- 7.7 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 2007 Advert Regulations establish that a local planning authority may exercise its powers under the Regulations only 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.

### **i. Amenity**

8.2 Given the nature of the proposal and its scale, the totem sign proposed on the side of the site access would inevitably be visible in the locality. However, due to the natural screening by vegetation along Guildford Road and the siting of the proposal, the signage would only be subject to views that are localised to the site's access. The proposed signs would be temporary and would be removed following 31.12.2022. The sign would be in place in association with the new approved housing development and would be removed following the temporary permission. Therefore the longevity of the visual impact will be limited.

8.3 The proposed signage would be non-illuminated and although relatively large, given its temporary nature and lack of illumination, it is considered that the sign would not be intrusive or harmful to the visual amenity or character of the wider area.

### **ii. Public Safety**

8.4 The proposed non-illuminated sign would be sited beyond the boundary of the adopted highway, and positioned such that they should not obstruct highway visibility or distract motorists. It is therefore considered that the proposal would not have a significant impact upon public safety.

### **iii. Other Matters**

8.5 The Parish Council's comment regarding the contents of the advert is acknowledged, and has been relayed to the applicant. It should be noted that the content of an advert is not a material consideration, unless it is in itself harmful to amenity or public safety.

### **iv. Conditions**

8.6 All advertisements permitted under The Regulations are subject to 5 standard conditions relating to matters including requirements for them to be maintained in the interest of public and highway safety and visual amenity. Further conditions are also set out in the recommendation below concerning compliance with the approved plans and removal of the advert following the temporary consent period.

## **Conclusion**

8.7 Based on the preceding assessment of amenity and safety issues it is considered the proposed advertisements are acceptable. It is therefore recommended that, subject to the conditions set out below, express consent is granted.

## Human Rights

8.8 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 the application and grant express advertisement consent is justified and proportionate.

### **RECOMMENDATION**

**PERMIT** subject to the following conditions and informatives:-

1) The works associated with the display of the advertisements hereby permitted shall not be carried out other than in accordance with the plans listed below under the heading "Decided Plans" and the materials and finishes specified therein.

Reason: To accord with the terms of the application and in the interests of the character and appearance of the locality.

2) The advertisements hereby permitted shall be removed and the land on which they are situated reinstated to its former condition before the expiry of 31.12.2022, unless further express consent is granted for their retention.

Reason: In the interests of amenity.

### **Decided Plans**

The application has been assessed and the decision is made on the basis of the following plans and documents submitted:

Details	Reference	Version	Date Received	Status
PLAN - SITE AND LOCATION PLAN	T051_32 007	A	25.08.2021	Approved
PLAN - SIGN BOARD	T051_32.008		25.08.2021	Approved

For further information on this application please contact Sascha Haigh on 01243 534734

To view the application use the following link - <https://publicaccess.chichester.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=QXS9QYERLWG00>