

OFFICER REPORT FOR COMMITTEE

DATE: 15/03/2023

**P/22/1824/AD
HAMPSHIRE HOMES GROUP**

PORTCHESTER EAST

DISPLAY 2 X STACK BOARDS AND 2 X INFORMATION BOARDS

LAND TO THE WEST OF SEAFIELD ROAD/MORAUNT DRIVE AND SOUTH OF
TATTERSHALL CRESCENT, FAREHAM

Report By

Emma Marks – direct dial 01329 824756

1.0 Introduction

- 1.1 This application is being reported to the Planning Committee for determination due to the number of third-party representations received.
- 1.2 The application as originally submitted, proposed a total of 16 advertisements, of which 11 were flags displayed on 5 metre high poles. The application has been amended and 12 advertisements have been removed, including all of the flags.

2.0 Site Description

- 2.1 This application relates to housing site currently under construction for a total of 49 dwellings. The site is located to the west of Seafield Road with access into the site from Moraunt Drive and to the south of Tattershall Crescent.
- 2.2 The site is partly within the urban area and partly with the countryside area on the Council's Local Plan.

3.0 Description of Proposal

- 3.1 Advertisement consent is sought for the display of four different signs within three different positions around the site. The two stack boards are proposed on a temporary basis until the 31st December 2024 and the two information boards will be permanent, to provide information on the wildlife to the community.
- 3.2 The two stack boards comprise an advertising panel measuring 2 metres wide by 3 metres high, mounted on two posts. The posts would result in the advertising panel being mounted 1 metre above ground level, giving the advertisement an overall height of 4 metres.

- 3.3 The two information boards measure 1.5 metres wide, by 1.3 metres high and are mounted at an angle on four posts, so the information can be easily viewed. The boards will be approximately 1 metre high at the front and 1.3 metres high at the back

4.0 Policies

- 4.1 The following policies apply to this application:

Adopted Fareham Borough Core Strategy

CS17: High Quality Design

Adopted Local Plan Part 2: Development Sites and Policies

DSP3: Impact on living conditions

Fareham Local Plan 2037(emerging)

- 4.2 The Fareham Local Plan 2037 was submitted to the Planning Inspectorate on 30th September 2021 and an examination conducted in March and April 2022. Following the conclusion of the examination hearings the Inspector requested a number of modifications to the Plan. The proposed modifications were the subject of public consultation from 31st October until 12th December 2022. The Council's Local Development Scheme schedules that the new plan will be adopted in Winter 2022/2023. On adoption the Local Plan will have full weight and in its current advanced stage is a material consideration for the determination of planning applications. The following draft policies of the emerging plan are of relevance.

D1: High Quality Design and Placemaking

D2: Ensuring Good Environmental Conditions

5.0 Relevant Planning History

- 5.1 None

6.0 Representations

- 6.1 Twenty-five representations raised the following comments in relation the original submission, which proposed sixteen sign/flags: -

- There is already significant disruption and eyesore about this site entrance, it will not benefit the community in anyway to have tasteless flags
- Noise disturbance cause by the proposed flags to the residents and wildlife
- This is unnecessary signage as very low footfall around the site
- Impact on the visual amenities of the area

- No need to advertising on the south area of the site

6.2 One further letter raised the following comments in relation to the amended proposal for four signs: -

- This is a green open space that everyone wants to enjoy
- I do object to there being any intrusions on the coastal walk to the south of the site

7.0 Consultations

None

8.0 Planning Considerations

8.1 The following matters represent the key material planning considerations which need to be assessed in determining this application:

- a) Impact on neighbouring properties and wildlife
- b) Impact on the visual amenities of the surrounding area

a) Impact on neighbouring properties and wildlife

8.2 Policy DSP3 of the Fareham Local Plan Part 2 and draft policy DS2 of the Fareham Local Plan 2037 advises that development proposals should ensure that there will be no unacceptable adverse impact upon living conditions on the site or neighbouring development, by way of the loss of sunlight, daylight, outlook and/or privacy nor environmental conditions.

8.3 The original application submission included a total of 16 proposed signs, of which 11 were flags displayed on 5 metre high poles. The concern was raised that the flags could create a noise disturbance if it was windy and would impact on the surrounding residents/wildlife. The application has since been amended and 12 signs have been removed including all the flags.

8.4 It is now proposed to have one stack board at the entrance of the site adjacent to Moraunt Drive, a stack board and information board along the northern edge of the open space/habitat land and an information board along the southern edge of the site. Officers are of the view that due to the position of the signs there will not be any adverse impact created on the neighbours or any wildlife interests .

- 8.5 Officers are of the view that that the proposal complies with policies DSP3 of the Fareham Borough Local Plan Part 2 and draft Policy DS2 of the emerging Fareham Local Plan 2037.

b) Impact on the visual amenities of the surrounding area

- 8.6 Policy CS17 of the adopted Core Strategy and draft Policy D1 of the emerging Fareham Local Plan 2037 states that development should be of a high quality and respond positively to and be respectful of the key characteristics of the area, whilst also having regard to the key principles of urban design.
- 8.7 Concern has been raised by local residents that the signage will have an adverse impact on the visual amenities of the area. The application as originally submitted, proposed a large number of signs to be displayed in and around the site, which officers considered was excessive. The revised proposal for the four signs has dramatically reduced the impact on the area. Whilst three of the signs (one stack board and two information boards) are positioned on land within the countryside, they are considered to be acceptable for the temporary period and cause no material harm.
- 8.8 Officers are of the view that that the proposal complies with policy CS17 of the adopted Core Strategy and draft Policy D1 of the emerging Fareham Local Plan 2037.

Summary:

- 8.16 Officers consider that the proposed advertisements would not materially harm the character or the appearance of the area nor would it have an unacceptable adverse impact on the living conditions of nearby residents or any wildlife interests at the site.
- 8.17 The proposal would accord with the policies of the adopted and emerging Local Plans.
- 8.18 Officers recommend that consent should be granted.

9.0 *Recommendation*

- 9.1 GRANT ADVERTISEMENT CONSENT , subject to the following conditions:
1. The two stack boards hereby approved shall be removed by no later than the 31st December 2024 or upon the sale/let of the last dwelling at the site whichever is sooner.
REASON: In the interest of visual amenity.

- (i) 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.
- (ii) No advertisement shall be sited or displayed so as to -
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (iii) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (iv) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (v) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

9.2 DELEGATE authority to the Head of Development Management to:

- a) agree any necessary modifications to the proposed development; and
- b) make any necessary modification, deletion or addition to the proposed conditions.

10.0 Background Papers

- 10.1 Application documents and all consultation responses and representations received as listed on the Council's website under the application reference number, together with all relevant national and local policies, guidance and standards and relevant legislation.

FAREHAM

BOROUGH COUNCIL



Land to the West of Seafield Road/Moraunt Drive
and South of Tattershall Crescent
Scale 1:2,000

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