



# PLANNING STATEMENT

Site: Church Farm and Land at Church Road, Paddock Wood

Client: Countryside Properties PLC

Prepared by: DHA Planning Ltd

Date: May 2021

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## 1.1 Introduction

- 1.1.1 This Planning Statement has been prepared on behalf of our client, Countryside Properties, in relation to advertisement consent for the erection of signs and advertisement drop mesh flags at the above address.
- 1.1.2 This statement sets out the justification for the signage proposed to be erected on the site and subsequently concludes that the development is acceptable and therefore Advertisement Consent should be granted for these works.

## 1.2 Site Context

- 1.2.1 The site is an irregular shaped parcel of land, of approximately 22.5ha in size, and located to the east of Paddock Wood. Church Road forms the south western boundary of the site and the site's western boundary backs on to the existing residential properties along Church Road.

## 1.3 Planning Context

- 1.3.1 On 14<sup>th</sup> February 2018, hybrid planning permission was granted (ref. 14/504140/HYBRID) by Tunbridge Wells Borough Council for Outline (Access not reserved) - Residential development of up to 300 dwellings including 105 affordable dwellings (comprising 36 x 1-bed flats, 26 x 2-bed flats, 68 x 2-bed houses, 75 x 3-bed houses, 80 x 4-bed houses and 15 x 5-bed houses) and associated highways, landscaping, allotments, flood mitigation works including attenuation basins and open space; Full Application - Change of use of land to country open space.
- 1.3.2 Reserved Matters approval was subsequently approved in July 2020 and pre-commencement conditions are currently being discharged to make a start on site.

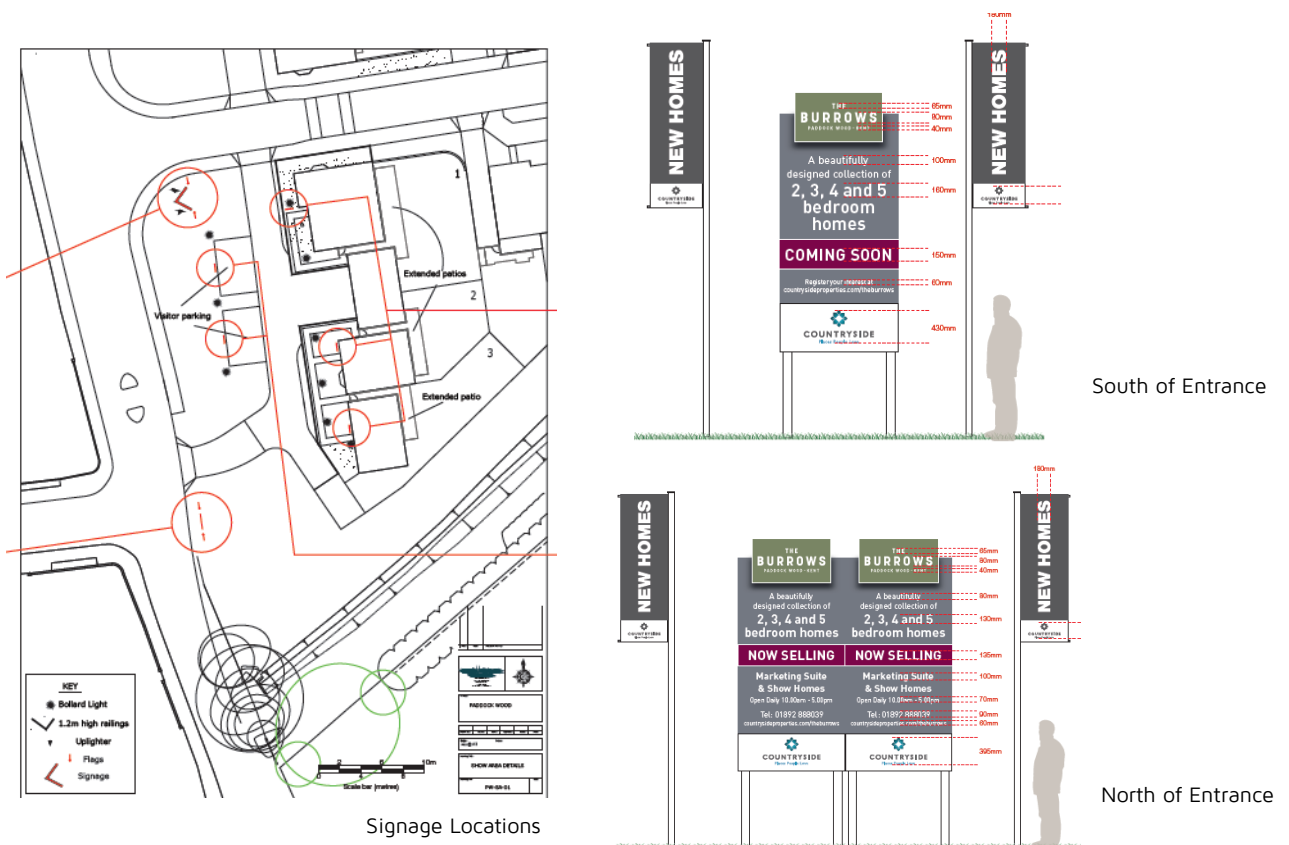
## 1.4 Proposed Development

- 1.4.1 Countryside properties have commenced development on site and this application seeks advertisement consent for the erection of 4no. static flagpoles, 3no. 1.5x3m signs (2 of which are arranged in a V formation) and 5no. 950mx650mm secondary signs to advertise the new residential site 'The Burrows'

- 1.4.2 This application is supported by Signage Location and a Signage Specification Documents which detail the measurements of each sign.
- 1.4.3 The application seeks advertisement consent for a period of 5 years, which we acknowledge is the normal period of consent.

Entrance Signage

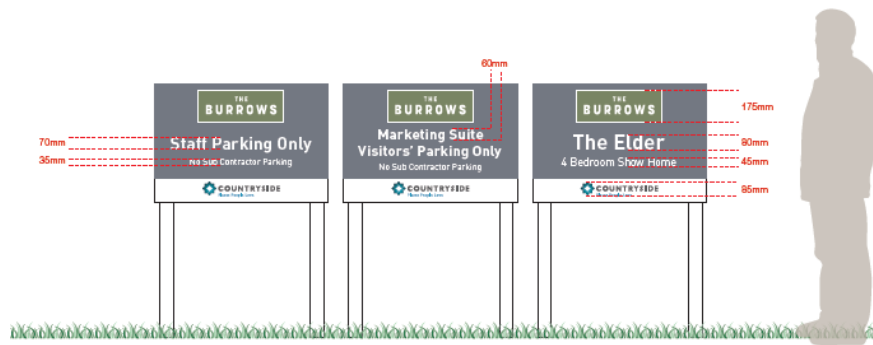
- 1.4.4 The four flag poles and larger coming soon signs are to be located to the site's main entrance. To the south of the main entrance will be 2no. flag poles and one large sign. To the north of the main entrance will be 2no. flag poles and two large signs arranged in a v formation.



- 1.4.5 The flagpoles are 5m above the ground and the flag at the top section is 2.5m x 800mm. The large signs measure 1.5m x 3m. All signs are non-illuminated.

Internal Signage

- 1.4.6 Within the site a number of secondary signs are proposed. Two of these are to denote staff and visitor's parking for the marketing sweet. Three more are located further in the site and advertise the name and size of each show home. This secondary signage is 950mm x 1.4 m and is non-illuminated.



Secondary Signage

## 1.5 Summary

- 1.5.1 The proposed advertisement signage and flags are for the purposes of advertising the residential development of The Burrows, which is approximately 300 homes. The location, scale and appearance of the advertisements are considered appropriate in this context, and in the absence of any harm to amenity or public safety, it is respectfully requested that advertisement consent is granted.