
Site Address:	47-49 Beach Road, Hayling Island, PO11 0JB		
Proposal:	Display of 1No. internally illuminated ground mounted sign; 1No. internally illuminated logo signage.		
Application No:	APP/17/01043	Expiry Date:	22/11/2017
Applicant:	Mr Geach Oak View Nursing Home		
Agent:	Mr Gosling PMG Building Design&Consultancy Ltd	Case Officer:	Bee Crawford
Ward:	Hayling West		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a detached two to three storey established care home which has the benefit of previous extensions. It has a slate tiled hipped and pitched roof and elevations of red multibrick, render and cladding. Detached two storey properties are immediately adjacent to and opposite the site, Hayling Park is to the rear and it is close to West Town Local Centre.

2 Planning History

APP/16/00169 - 1No. non-illuminated ground mounted sign, permitted, 14/04/2016.

3 Proposal

- 3.1 Display of 1No. internally illuminated ground mounted sign; 1 No. internally illuminated logo signage. At the time of the Officer's site visit both signs were in situ, although the ground mounted sign was previously permitted under APP/16/00169.

4 Policy Considerations

National Planning Policy Framework
Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

Havant Borough Local Plan (Core Strategy) March 2011

CS11	(Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
CS16	(High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM21	(Shopfronts, Signs, Security Shutters and Advertisements)
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Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Engineer, Development Engineer

The Highway Authority have no adverse comment to this application.

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 7

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 4

Comment	Officer Comment
Light Pollution Unlit Sign too large current Sign in the wrong place accompanied by 4metre x 1 metre Banner Residential Area we have been neighbours of Oak View Care Home (Cams Hall Estates) for 30 years and they have a long history of bending / ignoring Planning Regulations. Light Pollution is a 21st century curse. Back in April we had 'Las Vegas' style floodlighting for the whole property ! (Now removed, but I'm told not even the Duty Manager was aware of the Owners plans !). Current sign is both too large and in the wrong place. Was it intended to look like a Headstone ? The front of the property is a mess, very cluttered. Moving the sign 5 metres to the north would place it in front of a plain chimney breast and not doors / windows. There is a wonderful (new) brick wall fronting the property. This is totally spoilt by a 4metre x 1 metre banner. Lots of these have been attached to the front of the house / previous wooden fence over the years, often for months at a time. Planning permission	The ground mounted sign was permitted under APP/16/00169, the current application is to illuminate this sign. See comment above. This is not a planning issue. The current application is for the internal illumination of the existing ground mounted sign permitted under APP/16/00169 and a new internally illuminated logo sign.

sadly is no longer needed, but that does not make them any less unsightly. Clearly now a business, but the property started life as a Victorian semi detached. The area is residential and lighting / banners / other forms of advertising are totally inappropriate. many of the houses on the other side of the road have bedrooms at the front - facing any unnecessary / additional lighting. For 9 months from September 2015 to May 2016 the complex was a building site. Unpleasant for both inmates and staff and all the contractors vehicles made the road extremely dangerous. Oak View give the impression of having lots of money and very little taste / idea of design. Part of the refit included cladding the entire frontage and painting it in two colours. It now resembles a giant noughts and crosses board. in short it would be a travesty if this planning application were to be approved. 'going forward' it would be a really smart idea if the owners were to consult their neighbours over possible future developments. In the past they have given scant regard to either their neighbours or the planning regulations.	The proposed level of luminance is considered to be low-key. This is not something which can be considered as part of the current application.
Why do they need these illuminated? Street lighting perfectly OK in the area. People going there to visit know where it is without it being turned into a Las Vegas hotel!! Totally out of character for a primarily residential area	The proposed level of luminance is considered to be low-key.
This property has expanded significantly in the ten years that we have lived at our address (directly opposite the property) and as a result of this, the disruption associated with a commercial premises has also gradually increased. This includes numerous staff parking their cars in the road together with delivery and collection vans arriving as earlier as 04:30. Both of which has a direct impact on our lives - the vans often wake us the acoustics of a wide road make the noise level even louder. Earlier this year, after the recent	This is not something which can be considered as part of the current application.

renovation works, outside up-lighting was left on during the night. These lights were so strong that they lit up our daughter's bedroom which is at the front of our property. There is already sufficient signage and the site is so large now that it is perfectly clear it is not a residential property - clearly it dwarfs anything else in the road. We therefore do not feel that is a strong need for illuminated signage. There is also a risk that illuminated signage may draw someone's attention away from what is already a dangerous zebra crossing which is just outside the north entrance to the property. There have already been several incidents at this crossing so anything that adds to the hazard should be avoided.	The current application is for the internal illumination of the existing ground mounted sign permitted under APP/16/00169 and a new internally illuminated logo sign. The proposed level of luminance is considered to be low-key.
We certainly wish to register our strong opposition to the introduction of a ground mounted internally illuminated sign at Oak View, 47-49 Beach Road, Hayling Island PO110JB This company have twice now introduced lighting to their sign including more recently flood lighting to the front facade without first applying for and obtaining planning permission. In our opinion illuminating the sign will be out of keeping in this residential area effectively turning it into a very in your face advertising hoarding. With the street lighting column virtually alongside the sign we fail to see the necessity for further illumination and light pollution. We already have to put up with unsightly plastic advertising banners hung from the wall beneath the existing sign and see this proposal as a step too far.	The current application is for the internal illumination of the existing ground mounted sign permitted under APP/16/00169 and a new internally illuminated logo sign. The proposed level of luminance is considered to be low-key.

7 **Planning Considerations**

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highways Issues
- (iii) Effect on residential amenity

- (i) Visual amenity

- 7.2 The application is to provide internal illumination to the lettering of the existing ground mounted sign permitted under APP/16/00169, which is situated behind the existing front boundary wall and to the front of the building, together with a small internally illuminated logo sign on the eastern elevation of the property, set back approximately 11 metres from the front boundary.
- 7.3 The proposed internal illumination is for the wall mounted logo and the lettering of the ground mounted sign. The level of luminance is considered to be of a low level and it is judged this would not result in any detrimental effect to visual amenity. It is deemed the scheme covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highways Issues

- 7.4 The signs would be set back from the highway and illuminated with a low level of luminance. The Highways Engineer had no adverse comments and it is considered the illuminated signs would not result in highway safety issues.

(iii) Effect on residential amenity

- 7.5 The signs are of a modest height and it is considered the amount and level of illumination is reasonable. The front elevations of the properties opposite are approximately 30 metres from the boundary of the site and have good screening. It is therefore considered that the proposal would not result in unacceptable harm to residential amenity.

8 Conclusion

- 8.1 The proposal is considered to be acceptable in the street scene, does not result in detriment to the neighbouring properties and is recommended for approval.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/01043 subject to the following conditions

- 1 (a) 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.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) 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.

(d) 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.

(e) 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.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 No part of the signage shall be illuminated other than as hereby permitted.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

- 3 The illumination of the proposed signs shall be of a non-intermittent type.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

- 4 The intensity of illumination shall not exceed 20 candelas per m².

Reason: In the interests of the [amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:

Drg no. 001 rev c Location plan, and signage details
Details of signage specification
Design and access statement September 2017

Reason: - To ensure provision of a satisfactory development.