

Design & Access Statement

Proposed Illuminated Signage
Oak View Nursing Home
47-49 Beach Road
Hayling Island
Hampshire

For
Oak View Nursing Home

Dated: September 2017
Revision: A

Introduction

This statement has been prepared in support of a detailed planning application submitted to Havant Borough Council for illuminated signage to Oak View Nursing Home, Hayling Island.

This statement, which should be read in conjunction with the proposed plans, aims to demonstrate that the proposals will not affect the visual appearance of the property or the character of the streetscene.

The Existing Site

The property in question is located on the western side of Beach Road, and between its junctions with Hollow Lane and St Marys Road. The property is located in a predominantly residential area, with the properties in the vicinity varying considerably in style, appearance, bulk and height. To the rear (west) of the site is a recreation ground.



The existing highway alongside the nursing home current contains a number of artificial lighting sources, including:

- Street lighting columns, one sited immediately adjacent to the clients illuminated sign, with the street light providing significantly higher levels of luminance than the proposed signage
- Flashing beacon to the pelican pedestrian crossing
- Flood lighting to the frontage of the car sales premises and garage, etc

Constraints

It is understood that the site is not located within a conservation area, nor is the property listed. The property is not located within a flood risk area.

The Proposal

Planning permission (APP/16/00169) was granted on 14th April 2016 for ground mounted signage. This signage, which has been installed, will become an illuminated sign. A wall mounted illuminated logo sign has also been provided within the site, secured to a timber fence.

As planning permission has already been granted for the signage, it would seem that the focus of this application should be the illuminated nature of the signage rather than the style/position of the signage itself.



Photograph 1 – showing ground mounted signage



Photograph 2 – showing wall mounted logo signage



Photograph 3 – showing facade of building, with existing street lighting shown



Photograph 4 – showing existing artificial light sources adjacent to nursing home

The existing artificial light sources (street lighting, flashing beacons, flood lighting, etc) have a much greater level of luminance than the 40 lm of the new signage.

The lighting on the sign is linked to a detector so that the lighting illuminates only when daylight levels reduce – this is identical to the adjacent streetlighting.

The ground mounted signage is set behind the boundary wall of the nursing home.

The closest properties to the sign are those sited on the opposite side of the public highway (No.s 40 and 42 Beach Rd) whose facades are set some 35m from the sign. These properties opposite the signage also have front boundaries walls of a notable height, with mature vegetation behind these brick boundary walls.