
Site Address:	Hayling Island Holiday Park, Manor Road, Hayling Island		
Proposal:	Display of 3No. non illuminated entrance signs on boundary wall. (Amended application).		
Application No:	APP/16/01201	Expiry Date:	12/01/2017
Applicant:	Mr Chamberlain Parkdean Resorts		
Agent:	Derry O Driscoll Leisure Concepts	Case Officer:	Karen Wooden
Ward:	Hayling West		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site address is a caravan holiday park located in the south west of Hayling Island.
- 1.2 The main access point to the site is from Manor Road. The site is situated in a semi-rural environment with residential housing to the west and north and open land to the east.

2 Planning History

05/52816/009 - Display of 1 externally illuminated and 3 non-illuminated freestanding board signs. (As amended) **Grant advertisement consent**

3 Proposal

Initially the proposal was for the replacement of existing non-illuminated signs with 3No. externally illuminated entrance signs. Concerns were raised to the agent in relation to the illumination and increase in size of the signs compared to the existing, and amended plans were subsequently received for non-illuminated signs with no increase in size.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Highways Engineer - No adverse comments

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: 8 8

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 5

Summary:

- Proposed signs are too large
- Existing signs are adequately lit from street lighting, additional illumination is not necessary on a residential road and will increase light pollution, and may distract car users
- Signs do not suit the residential surroundings

The amended plans address the above concerns

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) Highway safety
- (ii) Visual amenity

(i) Highway safety

7.2 Further to amendments to the scheme, the replacement signs are to be of a similar size to the existing signage, and will be non-illuminated, and therefore are not considered to pose any additional risk to highway safety. The Highway Authority have no adverse comment on this application.

(ii) Visual amenity

7.3 The original application sought to replace the three existing signs with new signage that was to be illuminated and larger than those existing. It was considered that these would have been visually intrusive and out of character with the locality. The amended plans show the illumination feature has been removed and the signs are now to be of similar size as the existing. Therefore it is considered that this addresses the objections raised and minimises the impact of the signs on the

visual amenity to an acceptable level.

8 Conclusion

8.1 The application is considered to be acceptable and is recommended for approval.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/01201 subject to the following conditions

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

Amended signage plans - G6744A.403revA - received 12.12.16

Location plan - G7644A.4.01 - received 17.11.16

Site plan - G7644A.04.02 - received 17.11.16

Email from agent confirming alterations to scheme - 12.12.16

Reason: - To ensure provision of a satisfactory development.