
Site Address: Barley Mow Public House, Manor Road, Hayling Island,
PO11 0EZ

Proposal: Installation of replacement signs to include: 1x illuminated totem sign, 1x illuminated 'v'shaped post mounted correx sign, 2x sets of illuminated fascia sign with written house name and branding, 2x sets of roundel stamp sign, 30m of rope light and 1x brass lantern.

Application Type: Advertisement

Application No: APP/24/00279

Applicant: Mr Worswick
Stonehouse

Expiry Date: 31/05/2024

Agent: Mrs Shepley
Ashleigh Signs

Case Officer: Denise Sheath

Ward: Hayling West

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site consists of a large public house located on the corner site of Manor Road and Station Road. The land surrounding the site is largely residential and the West Town shopping area lies to the west. The site includes a large car park, which has vehicular access from Manor Road and an outside seating area.

2 Planning History

00/50320/013 - Single storey extension to side/front (east/south) to provide Fun Factory single storey rear (west) extension, new external play area and revised car parking layout. WD - 05/02/2002

97/50320/012 - Alterations to car park layout to increase garden area. PERM - 14/01/1998

95/50320/011 - Retention of single storey side extension. (North side). PERM - 03/08/1995

94/50320/009 - Front and rear extensions and additional car parking. PERM - 05/01/1995

91/50320/007 - Single storey rear kitchen extension. PERM - 16/05/1991

03/50320/014 - Application for the display of a number of externally illuminated static signs on the exterior of the premises and one number free standing static, externally illuminated sign adjacent to Manor Road. PERM - 17/03/2003

04/50320/015 - Construction of 12 No. 1, 2 and 3 bedroom flats with associated car parking and landscaping; new access to Manor Road; brick wall (2.15m high) fronting Manor Road. REF - 19/07/2004

06/50320/016 - Display of externally illuminated promotional display unit to east elevation. PERM - 05/05/2006

08/50320/017 - Removal of existing signs and replace with 1No. internally illuminated 4m high monolith sign, 2No. internally illuminated Logo signs, 2No. externally illuminated lettering signs and 1No. illuminated lantern. PERM - 03/12/2008

08/50320/018 - 2No. non illuminated post signs to the south and west elevations. PERM - 10/02/2009

APP/16/00215 - Display of 2No. internally illuminated logo signs; 4No. externally illuminated logo signs; 1No. externally illuminated lettering sign; 2No. freestanding non-illuminated signs and 1No. internally illuminated totem sign. PERM - 13/07/2016
APP/22/00207 - Proposed glazed structure with minor internal and external alterations. - PERM 09/11/2022

3 Proposal

Installation of replacement signs to include: 1x illuminated totem sign, 1x illuminated 'v'shaped post mounted correx sign, 2x sets of illuminated fascia sign with written house name and branding, 2x sets of roundel stamp sign, 30m of rope light and 1x brass lantern.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
DM10 (Pollution)

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

Environmental Health Manager, Community Group

I have no objections to this application.

Hampshire Highways

The proposal relates to the removal of a collection of existing signage, some illuminated to be replaced by a series of new signs generally in the same or similar locations. The Highway Authority are satisfied that the new signage package would not create a significant direct or indirect additional distraction to highway users and would therefore recommend - No objection subject to the following condition:

The illumination of the consented sign(s) shall be no greater than 250 candela per square metre and no light source shall be visible from the highway.
Reason: In the interests of highway safety/amenity.

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: 61

Number of site notices: 1.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
whilst we have no issues at all with the Pub, we do object to the replacement of illuminated signs. My issue is that the pub seems to have little consideration to the fact that their illuminations, especially their very bright spot lights above their main entrance door and in the car park unreasonably and substantially interferes with [redacted] We are also concerned that the Barley Mow lights are all left switch on well past midnight almost every night which compounds the issue for us as well as being a waste of precious energy and a cause of light pollution.	

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) Highway safety
- (iii) Effect upon residential amenity

- (i) Visual amenity

7.2 Given that the site already features a large number of signs on the building, the majority of which are illuminated, the replacement signs would be unlikely to have any further impact.

7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 It is not considered that any element of the scheme would create an unacceptable level of distraction to users of the adjacent highway. A condition has been recommended to ensure the intensity of illumination does not exceed 250 candelas per m2 in the interests of Highway Safety.

(iii) Effect on residential amenity

7.5 A concern has been raised from a property in Lexden Gardens which has a rear elevation facing onto Manor Road and the application site beyond this. They are concerned that their rear elevation already suffers light pollution from the existing signage at the site and that the proposal would worsen this impact. The two sites are separated by Manor Road which contains several streetlights.

The light emitting from these would contribute to any additional light onto the rear elevations of properties in Lexden Gardens. Conditions have been placed upon the decision to ensure the signage is only illuminated at 250 candelas per m2 and only illuminated during the opening hours of the business. Therefore, it is considered that the impact on Lexden Gardens from the replacement signs would be no greater than the existing signage on the site.

8. Conclusion

8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/24/00279 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

Application Form - Received 12 April 2024

Location Plan - Drawing No.182902 - Received 12 April 2024

Block Plan - Received 16 April 2024

Proposed And Existing Signage Plans - Drawing No.182902 - Received 12 April 2024

Reason: To ensure provision of a satisfactory development.

- 3 The illumination of the consented sign(s) shall be no greater than 250 candela per square metre and no light source shall be visible from the highway.

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

- 4 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for business.

Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.