
Site Address: 31 Elm Grove, Hayling Island, PO11 9EA
Proposal: Display of 1No. externally illuminated fascia sign, 1No. externally illuminated projecting sign and 1No. internally located illuminated LCD digital display screen.
Application Type: Advertisement
Application No: APP/23/01074
Applicant: Harman
Agent: Mr O'Donovan
Ward: Hayling West
Expiry Date: 15/02/2024
Case Officer: Tina Pickup
AEW Architects

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located on the western side of Elm Grove, on the southern corner of the entrance to a public car park to the rear. Previously there was a detached single storey timber building on the site, which was formerly the Hayling Island Conservative Club, but following grant of APP/14/01192 the site has now been redeveloped with a 2 1/2 storey building comprising a ground floor A1 shop unit with three 2 bedroom flats above; 2 on the first floor and one within the mansard roof space.
- 1.2 The building is constructed of red brick with parapet and on the ground floor the existing shop front fronting Elm Grove appears as two units with two doors adjacent two separate shop display windows (done in case 2 smaller units were ever required) - although the site has been used as a single unit. The return facade to the access road to the rear car park has 2 ground floor windows and doors to a bin store; whilst the rear facade to the car park has 2 sets of doors - one serves the ground floor unit and one serves the flats above.
- 1.3 The flats were occupied upon completion but following difficulties finding tenants for the ground floor retail unit permissions were subsequently granted in 2019 and 2020 allowing more flexible uses of the ground floor. APP/20/00541 allowed for A2, A3, A5 or D2 uses and conditions limited the hours of opening according to use - in the event of the site being used for a hot food takeaway condition 4 limited opening hours to between 08:00 and 23:00 on Mondays to Saturdays and between 09:00 and 22:30 on Sundays and Bank Holidays. Condition 7 also required the submission of any means of extraction, filtration or ventilation to be provided. This permission was implemented and is extant - a gym use operated from the site until relatively recently. The ground floor is however now vacant.
- 1.4 It should be noted that since the grant of the flexible use application in 2020 the Use Classes Order was updated and the uses permitted by APP/20/00541 would now include Class E (a) Retail; Class E (b) Food & Drink for consumption on the premises (cafe); Class E (c) Financial & professional services; Class E (d) indoor sport or fitness; and Sui Generis Hot Food takeaway.
- 1.5 The site falls within the Mengham District Centre with the site being within the Primary Frontage area. This section of Elm Grove is characterised by two storey commercial and residential mixed use buildings. There are some traffic lights for a pedestrian

crossing just south of the application site.

- 1.6 There are residential dwellings immediately to the north of the site and beyond the car park to the west.

2 Planning History

APP/12/01206 - Demolition of existing timber building. Construction of two storey detached building consisting of 1No. retail unit at ground floor and 1No. 2 bed flat at first floor., WD,07/01/2013

APP/13/00090 - Demolition of existing timber building to redevelop the site with a shop and two bedroom flat over. (Resubmission of APP/12/01206.), PERM,11/03/2013

APP/14/01192 - Demolition of existing timber building and to redevelop the site with a shop and 3No. two bedroom flats over. (Revision to approved scheme APP/13/00090). PERM,23/01/2015

APP/17/01273 - Application for Non-material change to Planning Permission APP/14/01192 relating to increased height of new parapet; and ridge lifted by approx 200mm , PERM,22/12/2017

APP/19/01033 - Change of Use of Ground Floor Retail Shop unit (A1) to allow for flexible use of Financial & Professional Services (A2), or Restaurants and Café (A3) or Hot Food Takeaway (A5) use., PERM,23/12/2019

APP/20/00541 - Change of Use of Ground Floor Retail Shop unit (A1) to allow for flexible use of Financial & Professional Services (A2), or Restaurants and Café (A3) or Hot Food Takeaway (A5), or Assembly & Leisure (D2) (expanded range of uses to those granted planning permission under APP/19/01033)., PERM,09/09/2020

And other current application:

APP/23/01019 - External alterations including retention and alteration of existing shopfronts, new fascia/signage zone, external door, 1 No. cold room and A/C condenser, 1 No. air intake duct and 1 No. air extract duct.

3 Proposal

Display of 1No. externally illuminated fascia sign, 1No. externally illuminated projecting sign and 1No. internally located illuminated LCD digital display screen.

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)
CS4	()
DM10	(Pollution)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL3 (Town, District and Local Centres)

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

5 Statutory and Non Statutory Consultations

Hampshire Highways

The proposed signage has different levels of illumination. One of which is significantly greater than the others and I wonder if there has been an error in submitting the information. That said, as submitted the proposed level of illumination of one sign is unacceptably high for this zone type.

Therefore the Highway Authority recommend an objection on the grounds :-
The proposed level of lighting is too great and is likely to be a distraction to drivers and a hazard to road users.

Please note should the level of illumination of this one sign be amended to that of or similar to the other signs this objection can be withdrawn and replaced with a condition relating to the level of illumination.

Officer Note - see section 7 below - the illuminance level of the LCD screen has since been confirmed as being no greater than the fascia sign illumination

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: 17

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
None received	

7 Planning Considerations

- 7.1 Applications for the display of advertisements can only be considered in relation to the interests of amenity and public safety, having regard to the development plan and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration.

(i) Impact on Amenity

- 7.2 Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and not result in light pollution. The site is located within an established District Centre where other units have a mix of illuminated and non-illuminated signage. Whilst the proportions of the proposed fascia sign is slightly deeper and higher than the sign on shop units to the south, it is noted that the first floor windows of the site sit higher than the unit to the south. Proportionally the proposed sign would fit well within the front facade space above the shop display window and is considered to be visually appropriate to the size and scale of the host building and area.
- 7.3 The lighting to the fascia and projecting signs would be via a trough light above and this would effectively make it a downlight only, thus minimising any light spillage that could otherwise have a harmful impact on the amenity of the occupiers of the flats above. The lighting levels are considered appropriate to the location (see paragraph 7.5 below) and the hours of illumination can be controlled via condition to be only when the shop is open to customers. In addition there are publicly maintained street lights close to the site which will lessen any potential and/or perceived impact from the proposed illumination level. Overall the proposal would not be expected to have a significant negative impact upon neighbouring residential amenity and would be compliant with policy DM10 which seeks to protect neighbouring amenity from pollution, including light. .
- 7.4 Overall the proposed signage would be modest and not result in visual clutter, and would be appropriate to the character of the area, and the host building, which was purpose built as a shop with flats above with an expectation of some signage. Therefore the proposal would not have a significant or negative impact upon the visual amenity or character of the application property or area, and the proposal is considered to comply with the requirements of policy DM21 of the HBLP (Allocations).

(ii) Impact on Public Safety

- 7.5 This is a street lit urban District Centre location and as such the Institute of Lighting Professionals guide to brightness recommends a maximum of 600 cd/m² for suburban sites such as this.
- 7.6 The submitted details indicate that the fascia sign would be externally illuminated with a trough light above the wording, having a static illuminance level of 580 cd/m². The proposed projecting sign would also be externally illuminated on both sides with a static illuminance level of 450 cd/m².
- 7.7 However as originally submitted the internal 55" LCD digital display screen was indicated to have an intermittent illuminance level of 1500 cd/m², which exceeds the recommended level of illuminance for such a site and could be a distraction to drivers. Since the site is on a classified road and close to a junction and pedestrian crossing then such a bright intermittent display would be dangerous. The level of illuminance was queried with the agent who has confirmed that this was an error and the LCD screen would be limited to no greater than the fascia signs ie 580 cd/m². This should be conditioned to ensure ongoing compliance.
- 7.8 With appropriate conditions limiting the level of luminance, then within this established District Centre location, it is considered that the proposed signage would not be

distracting to drivers and have no negative impact upon issues of highway or public safety.

8. Conclusion

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

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/01074

(A) 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 The development hereby permitted shall be carried out in accordance with the following approved plans:

Planning Statement

Location Plan - Drawing Number 13574-AEW-PJ00314-XX-DR-0005 Rev B

Block Plan - Drawing Number 13574-AEW-PJ003314-XX-DR-0006 Rev B

Proposed Shopfront Elevations - Drawing Number
13574-AEW-PJ00314-XX-DR-0015

Reason: - To ensure provision of a satisfactory development.

- 3 The intensity of illumination of any of the 3 illuminated signs (including the digital display screen) hereby granted Advertisement Consent, shall not exceed 600 candelas per m2.

Reason: In the interests of the amenities of the area and highway safety having due regard to policies DM10 of the Havant Borough Local Plan (Core Strategy) 2011, DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework..

- 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.