
Site Address: 104-106 Elm Grove, Hayling Island, PO11 9EH
Proposal: 2No. internally illuminated fascia signs (signs 1 and 4).
Application No: APP/16/00621 Expiry Date: 15/08/2016
Applicant: Eyre
Companion Care
Agent: Mr Harris Case Officer: Emma Chisnall
Lakeside Signs Limited
Ward: Hayling East

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is located at 104-106 Elm Grove, Hayling Island. It is located in the Mengham District Centre and is within a secondary shopping frontage. The application site comprises a ground floor retail unit with a glazed shop front. The unit is currently vacant but used to be a Tesco Express. To the north of the site is a car park to serve a former shop at No. 108-110 Elm Grove which is also vacant. To the south of the site is a hairdressers. Elm Grove is characterised by a number of established commercial uses, mixed with residential development.

2 Planning History

94/58250/000 - Three wall mounted poster units (1595 x 1088) on north elevation., PERM,
04/58250/004 - Display of part internally illuminated, part externally illuminated shop fascia sign and 2 internally illuminated projecting signs to the front (west elevation)., PERM, 10/03/2005
04/58250/003 - Alteration to shop front to include installation of ATM and trolley bay to front elevation and provision of plant to north side of building., PERM, 01/02/2005
APP/16/00514 - Change of use from retail (class A1) to a veterinary surgery (class D1)., PERM,
APP/16/00609 - Installation of 2No. air conditioning units, DEL,

3 Proposal

2No. internally illuminated fascia signs (signs 1 and 4).

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)
DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways Comment:

No adverse comment in regards 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: 3

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

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) Principle of development
- (ii) Impact upon the character of the area
- (iii) Impact upon residential amenity

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria. In principal the proposed development is considered acceptable subject to planning conditions.

(ii) Impact upon the character of the area

Along Elm Grove the majority of sites do not have illuminated signs however the previous use of the site at 104-106 Elm Grove was a Tesco Express which was permitted illuminated signs of particular size and candela strength. Due to this previous use it is considered the proposed new illuminated signs for the Vet Surgery should not look significantly out of place, nor detract substantial character from the existing streetscene.

The signs proposed are considered to be of a good design and in proportion to the Vet Surgery which reflects other similar sized signs within Elm Grove. Due to the position of the signs along the front of the store being fairly typical of other sign placement/advertisement, it is not felt that they appear over-bearing or dominant on

the streetscene. The development can therefore be considered acceptable.

(iii) Impact upon residential amenity

It is considered that the proposed development should not cause a negative impact to the neighbouring stores along Elm Grove. The surgery itself is separated from its neighbour to the north by a currently vacant car park creating distance between the stores and due to the existing use in place previously from the Tesco Express, it is considered the proposed works to the surgery would not create any significant additional harm.

The proposed works to the surgery involve installing a reduced number of signs at smaller sizes when compared to the original Tesco Express. The signs will only be illuminated during store opening hours and will be conditioned to not breach 300 candelas per m² which is considered to be an acceptable level of illumination. The signs will not be internally illuminated but will be lit via an overhead lighting trough all of which will reduce the impact of the illumination further on other stores and should ensure amenity is maintained and protected.

8 Conclusion

The works proposed to the Vet Surgery would ensure that there is no additional loss of amenity to the immediate neighbours nor a negative impact on the character of the area from the proposed illuminated signs externally and internally. Therefore the proposal is considered to accord with the requirements of adopted Core Strategy policies CS16 and DM10 and policy DM21 of the Allocations Plan and can be considered acceptable for approval.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00621 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 (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.

- 3 The illuminated sign hereby granted Advertisement Consent shall only be illuminated during store opening hours when it gets dark.

Reason: In the interests of the character and visual amenities of the area and having due regard to policies CS16 of Havant Borough Local Plan Core Strategy 2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014 and the NPPF.

- 4 The intensity of illumination shall not exceed 300 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:

Ordnance Survey Plan: Reference O11008192

External Signs and Elevations Plan : Page 1 of 2 Received 16.06.2016.

Internal Signs Plan: Page 2 of 2. Received 16.06.2016

External Signs Fixing Detail Plan: Page 1 of 3 Received 20.06.2016. Revised Plan: Page 1 of 3 Received via Email 25.07.2016

External Signs and Fixing Detail Plan: Page 2 of 3 Received 20.06.2016

Reason: - To ensure provision of a satisfactory development.