
Site Address:	Land adjacent, 76 Station Road, Hayling Island		
Proposal:	1 Tri-sign (illuminated), 5 hoarding signs (illuminated), 2 hoarding signs (non-illuminated) and 5 flag signs.		
Application No:	APP/16/00016	Expiry Date:	28/04/2016
Applicant:	Miss Palmer Barratt David Wilson Southampton		
Agent:		Case Officer:	Daphney Haywood
Ward:	Hayling West		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site comprises part of a 2.4 hectare parcel of land located at the northern edge of West Town in South Hayling and adjoining the Hayling Billy Business Centre, with planning permission for residential development.

2 Planning History

APP/15/01291 - 1No. externally illuminated hoarding sign., PERM,14/01/2016

02/62177/003 - Erection of two semi-detached houses to rear of 76 Station Road with associated parking., REF,24/02/2003

98/62177/001 - Construction of 2 no. 3 bedroom detached houses and garages with access from Station Road., PERM,06/03/1998

96/62177/000 - Outline application for the construction of 1 detached and a pair of semi-detached dwellings and integral garages with new access onto Station Road , REF,17/04/1997

04/62177/004 - Demolition of workshop. Erection of 2 no. 2 bedroom semi-detached houses with associated parking., REF,01/07/2004

APP/13/00639 - Outline planning permission for mixed-use development comprising up to 59 dwellings and 1,250sqm of light-industrial accommodation (Use Class B1). Off-site highway works including widening of footpath. , PERM,23/12/2013

APP/15/00919 - Mixed use development comprising 76 residential units (4No. 1bed, 22No. 2 bed, 31No. 3bed; and 19No. 4 bed dwellings; and 1000sqm of light-industrial accommodation (use Class B1) with associated parking, access, landscaping and surface water drainage, (approved 23.12.15). Request to Discharge Condition No.s 4,6,7,8,9,10 and 14 (05.01.16)., PERM,23/12/2015

3 Proposal

1 Tri-sign (illuminated), 5 hoarding signs (illuminated), 2 hoarding signs (non-illuminated) and 5 flag signs.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)

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

Development Engineer - Highways- 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: 6

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary:

Comment:

7 Planning Considerations

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) Highways Issues
- (iii) Effect on residential amenity

- (i) Visual amenity

The majority of the signs would be set back from the road frontage near the show homes. On the road frontage the signage would comprise an externally illuminated tri-sign and 2 flag signs. They would replace the existing externally illuminated hoarding sign. The tri-sign would like the existing sign be mounted on poles and with a max height of 5m. The 2 flag signs would be pole mounted with a height of 6m. The frontage signs would be located adjacent the builders yard and opposite a commercial

site. The proposed signs are considered to be of an appropriate design and scale and not to result in visual detriment.

(ii) Highways Issues

The tri-sign would be illuminated by 2No. 25w spotlights which would be angled away from the highway and the Highway Officer has confirmed no objection.

(iii) Effect on residential amenity

The nearest residential properties are located on the opposite side of Station Road but at some distance and whilst the signs would be required for an extended period to cover the build and sales period, they would not be overly dominate and are not considered to result in detriment to residential amenity.

8 **Conclusion**

The proposal is considered to be acceptable subject to standard national conditions

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00016

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:

Location Plan -ST-10-15

Sales area layout - ST-10-20E

Sign location plan

Item 1 Main sign

Item 2 Flag plan

Item 3 secondary sign

Item 4 seconder signs

Item 5 secondary sign

Item 6 Monolith signs

Reason: - To ensure provision of a satisfactory development.