PERMIT

PLANNING STATEMENT

Site at 124 Sea Front, Hayling Island

The Planning Bureau Ltd.

Introduction

1.1 This Planning Statement has been prepared in accordance with the instructions of McCarthy & Stone Retirement Lifestyles Ltd.

1.2 The proposal seeks to erect a freestanding 'V' board on the south elevation of the plot. Details of the proposed advertisement can be seen on Drawing Number S01-1525-100.

1.3 The advertisement will publicise the approved Category II Sheltered Housing development at this location (Application Reference: 07/62915/003). The proposed 'V' board sign will be positioned on vertical support posts and measure 3.4 metres height and 2.1 metres width. It will encompass white text on a predominately green background with an interchangeable lifestyle board in the middle. The proposed sign is non-illuminated.

Assessment

2.1 The advertisement is considered acceptable for the plot given the large area of site coverage and the various viewpoints onto the site from the public sphere, which will allow for encouraging visits to the development by potential purchasers and to assist with directions for visitors.

2.2 The proposed 'V' board sign is to be located on the south elevation of the plot fronting onto Sea Front. The advertisement will be positioned approximately 10 metres away from the nearest window, which is considered a sufficient distance so as not to cause obstruction whilst safeguarding residential amenity.

2.3 The advertisement will be positioned behind an existing brick built wall with railings and will not appear overly prominent in the street scene. In terms of design, the proposed advertisements will give a slender and conservative appearance. It is small in scale and the corporate colours are appropriate for the site and its surroundings. The sign is non-illuminated in order to reduce visual impact.

2.4 In view of the use of the site; it would be expected that some form of advertisement would be required for the site. Indeed, this proposal follows a previous application, which was approved planning permission on 13th September 2007 for the display of two externally illuminated 'V' shaped 'For Sale' signs (maximum height 9 metres) with flags (Application Reference: 07/62915/004). Please refer to Appendix A for photographs of the application site, which shows one of the previously approved 'V' board signs in situ. Attached to this planning permission was a condition, which stated the following:

"The signs hereby approved shall be removed within 3 years of the date of this permission or when the last residential unit has been let or sold, whichever is the earlier.
Reason: In the interests of visual amenity and having due regard to policies D1 and D4 of the Havant Borough District Wide Local Plan 2006-2011"

2.5 The permission referred to above has now lapsed and given that there are units remaining to be sold within the sheltered housing development, further signage is required. In contrast to the signs previously approved, the current proposal includes no form of illumination and the number of 'V' shaped signs has been reduced to one. Furthermore, the maximum height of the sign has been reduced from 9 metres to 6.4 metres (inclusive of the flags).

2.6 In terms of public safety, the proposed advertisement will be sited on private land, off the highway and is therefore considered to be sited in a suitable location and will not obstruct pedestrian and vehicular movements. The advertisement will be securely mounted and will not prejudice highway safety and is of sufficient height not to pose a risk to pedestrian safety. The essential detail of the text is of appropriate size so as not to cause distraction to road users, whilst maintaining its advert function.

Conclusion

3.1 The position, size and design of the proposed advertisement is considered acceptable. The proposed sign is subtle and will not dominate the visual appearance or character of the locality, or impact detrimentally on residential amenity or compromise public safety. In addition, the site is located within a

townscape context, which is suitable for signs and where signs have indeed been approved in the past, thereby setting a precedent at this location. The proposed advertisement is therefore considered acceptable having regard to Planning Policy Guidance 19: Outdoor Advertisement Control and policy D1 of the Havant Borough District Wide Local Plan 2006-2011.

Appendix A: Photographs of the site at 124 Sea Front Road, Hayling Island



Photograph 1 - View of the south elevation



Photograph 2 - View from the south east elevation