

P/16/0967/AD

HALL & WOODHOUSE LTD

HILL HEAD

AGENT: PHILIPS SURVEYORS
LLP

REPLACEMENT SIGNAGE AND ADDITIONAL SIGNAGE AT THE OSBORNE VIEW
THE OSBORNE VIEW 67 HILL HEAD ROAD HILL HEAD FAREHAM PO14 3JP

Report By

Peter Kneen - Direct dial 01329 824363

Site Description

See preceding report for site description.

There are a number of existing advertisements on the building, including one on the northern elevation (over the main entrance) together with a projecting sign, one on the east elevation, viewed along Hill Head Road, and one on the southern elevation. There is also a sign on the west elevation highlighting the location of the car park for those travelling eastwards along Hill Head Road. All the existing signs are externally illuminated.

Description of Proposal

This application seeks consent for the renewal of the existing advertisements, replaced like-for-like, together with the provision of one additional advertisement to appear on the western side of the southern elevation, to match that of the existing advertisement on the eastern side of the southern elevation. The proposal includes the provision of two small uplighters to illuminate the sign.

Policies

The following policies apply to this application:

Approved Fareham Borough Core Strategy

CS4 - Green Infrastructure, Biodiversity and Geological Conservation

CS17 - High Quality Design

Development Sites and Policies

DPS1 - Sustainable Development

DSP2 - Environmental Impact

DSP3 - Impact on living conditions

DSP13 - Nature Conservation

Relevant Planning History

The following planning history is relevant:

P/03/1935/FP Demolish Conservatory & External Alterations & Provision of Decking at Ground Floor, Demolish Garages in Car Park
PERMITTED 18/02/2004

P/10/1002/FP External Landscaping Improvements including Timber Boardwalks, Timber Decking, Small Beach Hut Style Cabins

REFUSED 07/02/2011

P/10/1118/FP Installation of Panoramic Window to Mid Floor Dining Room, New Fire Exit & Side Window Arrangement, Metal Fire Escape Stair Landing and Flight Extension at Side to Accommodate Above.

PERMITTED 31/01/2011

P/15/1256/FP Basement extension, new external cladding, replacement windows, alterations to rear garden including new fencing and enlargement of bin store.

REFUSED 24/03/2016

P/16/0966/FP Extension to basement, external building alterations including new staircase and replacement conservatory, replacement windows and doors, and improvements to external landscaping -

See preceding item on the agenda.

Representations

Five respondents have objected to the proposed illumination of the advertisement. One respondent highlighted that they considered the rear elevation is already over-developed and cluttered, but the main area of contention remained the provision of additional lighting on the building.

Planning Considerations - Key Issues

The application for advertisement consent seeks permission for the provision of an additional sign to appear at second floor level when viewed from the beach, on an area of the building recessed from the principle elevation of the building. This part of the building presently comprises four small windows which would be blocked off as part of application P/16/0966/FP, as this part of the building would be clad with horizontal weatherboarding. The sign would be externally illuminated by two small uplighters situated below the sign, and would match that of the existing sign on the same elevation to the eastern side of the elevation.

Due to the proposed position of the sign it would be visible from the beach and would measure 1.5m high by 2.5m wide. The sign would be situated 7.5m above ground (garden) level. All other signs on the building already benefit from illumination, and it is considered that this additional sign, and the low level of additional illumination created would not result in a significant additional feature of clutter on the building. The illumination would be controlled by condition and would be turned off outside opening hours.

It is considered that the level of illumination likely to be created from the advertisement would be significantly less than the existing four windows on this elevation, and is therefore considered to be an acceptable proposal.

The additional sign would be located on a recessed part of the southern elevation, stepped back 6.5m from the main rear elevation, and would be largely in line with front elevations of the Coastguard Cottages to the west of the site. Any views of the proposed sign from this angle would be limited to a view along the passageway between the application site and 69 Hill Head Road.

It is therefore considered that the proposal would not have a significant impact on the living conditions of neighbouring occupiers, and the illumination of the sign is likely to be less intrusive to their amenity than the existing windows (to be blocked up).

The provision of the additional advertisement coincides with an existing application for alterations and modernisation of the building overall (application P/16/0966/FP). The southern elevation of the building would see several alterations to improve the overall appearance of the building, including the re-cladding of the elevations, replacement windows and doors. Overall the works would see a significant visual improvement to the beach and road side views of the building. The southern elevation comprises three distinct sections, spread over the 30m width of the site. Whilst the proposal seeks the provision of a second advertisement on this beach side elevation, the two signs will be separated by approximately 21m, and given the variety of depths of the elevations, the second advertisement would not appear cluttered on this elevation, particularly with the loss of the four windows on this section of the southern elevation.

It is therefore considered that the proposals would not appear cluttered, and the two small uprighters would not detract from the character and appearance of the area.

Conclusion

In summary, it is considered that the provision of the additional advertisement, and the like-for-like replacement of the other advertisements on the building of this size, width and staggered elevations, together with the overall modernisation sought under application P/16/0966/FP would not appear cluttered, and subject to the lighting being extinguished outside opening hours would not have a detrimental impact on the amenities of neighbouring occupiers.

Based on the above it is considered the proposal complies with development plan policies and therefore the application is recommended for approval.

Recommendation

CONSENT; subject to conditions:

1. The development shall be carried out in accordance with the following approved documents:

- a) Drawing PL1 (Location and Block Plan, Existing Topographical Plan);
- b) Drawing PL2 (Existing Floor Plan [Basement, Ground, Mid, First]);
- c) Drawing PL3 (External Works Plan, Proposed South Elevation);
- d) Drawing PL4 (Proposed Floor Plan [Basement, Mid-floor, Ground & First]); and,
- e) Drawing PL5 (Existing & Proposed Elevations).

REASON: To avoid any doubt over what has been permitted.

2. The advertisement illumination must be extinguished no later than 00.00hrs on Mondays to Saturdays and no later than 23:30hrs on Sundays.

REASON: To enable the Local Planning Authority to control the development in detail in the interests of amenity and to ensure a building of visual quality.

3.

(i) 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.

(ii) No advertisement shall be sited or displayed so as to -

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(iii) 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.

(iv) 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.

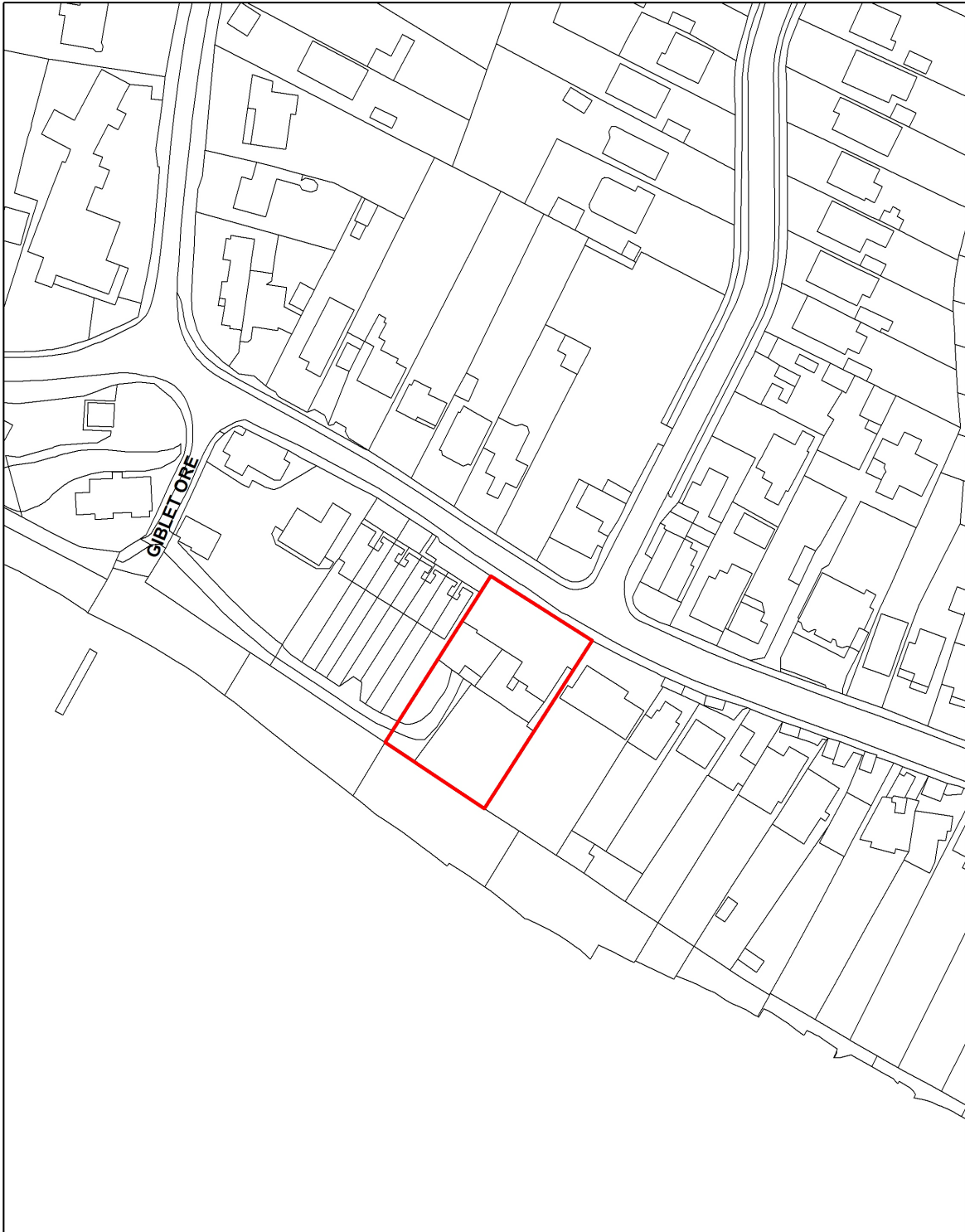
(v) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Background Papers

See planning history above.

FAREHAM

BOROUGH COUNCIL



The Osborne View
Scale 1:1250



This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Licence 100019110. 2016