

Report to: PLANNING COMMITTEE

Date: 18 June 2014

Report from: Development Manager

Application Address: Shearburn Holiday Park, Barley Lane,
Hastings, TN35 5DX

Proposal: 3 no. replacement pole mounted frontage
signs

Application No: HS/AA/14/00300

Recommendation: Grant Advertisement Consent

Ward: ORE

File No: SH20000X

Applicant: Shearburn Holiday Park per Wheatman
Planning Limited Wheatman Planning Ltd
Beacon Innovation Centre Beacon Park,
Gorleston, Norfolk. NR31 7RA

Interest: Freeholder

Existing Use: Holiday Park

Policies

Hastings Local Plan 2004: DG1, DG16, L2

Conservation Area: No

National Planning Policy Framework: No Conflict

Hastings Planning Strategy: EN4

Hastings Local Plan, Development
Management Plan, Revised

Proposed Submission Version: DM1

Public Consultation

Adj. Properties: Yes

Advertisement: Yes - General Interest

Letters of Objection: 7

Petitions Received: 0

Application Status: Not delegated - More than 2 letters of objection
received

Summary

The Site and its Location

The site of the Shearburn Holiday Park is located on the Eastern side of Hastings Borough. The holiday park is within an Area of Outstanding Natural Beauty and borders on the Country

Park and a local wildlife centre. There is an existing cycle route which intersects the site along Barley Lane and continues towards Fairlight.

Details of the Proposal and Other Background Information

This is a retrospective application for the erection of three pole mounted frontage signs in various locations within the Shearburn Holiday Park site. These signs have replaced previous signage which was in need of updating and upgrading.

Dimensions:

Sign 1 - Height - 1800mm, **Width** - 1800mm, **Height off ground** - 1025mm, **Material** - aluminium, **Colour** - pink background, white text, pink, blue and green symbols, **Lighting** - single central uplighter located on the sign.

Sign 2 - Height - 1200mm, **Width** - 2400mm - **Height off ground** - 300mm, **Material** - aluminium, **Colour** - blue background, white text, **Lighting** - None.

Sign 3 - Height - 1320mm, **Width** - 1150mm, **Height off ground** - 1475mm, **Material** - aluminium, **Colour** - green background, white text, **Lighting** - shaded downlighter at top centre.

Previous Site History

HS/FA/07/00913 Erection of extension to form a security office at the end of the existing toilet block - Granted - 18 December 2007

HS/FA/07/00140 Reposition entrance gates into existing touring field further back into site, erect timber post and rail fence from boundary to gates to each side of entrance road. Site 2no. static caravans adjacent to entrance to touring field for security control and warden accommodation - Refused - 4 May 2007

Details of Consultations

Highways - No comments to add to this application

Although, due to the relative isolation of this site no neighbour notification letters were distributed, a planning site notice was displayed near the entrance to the site. In response to this site notice 7 letters of objection were received during the application process. The concerns raised in these letters include the impact on the Country Park, the installation of further lighting and harm to the wildlife. These comments have been duly considered as part of the determination of this application.

Planning Considerations

The main policies/guidance that apply in this instance are; DG1, DG16 and L2 of the Hastings Borough Local Plan 2004. Policy EN4 of the Hastings Planning Strategy Proposed Submission Version and policy DM1 of the Hastings Local Plan, Development Management Plan, Revised Proposed submission Version.

Amenity & Impact on the Area of Outstanding Natural Beauty

When visiting the site, it is apparent that the signs are already in situ and appear to have been for some time. From the information submitted, it appears that the previous signage was dated and in need of attention.

From the documentation submitted it has been indicated that one of the previous signs was illuminated, namely sign 3 located at the entrance to the touring field. In this instance it is proposed to retain the illumination for Sign 3 and also illuminate Sign 1, located at the entrance of the site.

The illumination to these two signs will be provided by a shaded downlighter for sign 3 and a single central uplighter for sign 1. It is not proposed to erect any further lighting for these signs.

Although these signs are prominent in this green and leafy location, when considered, within the context of the holiday park I do not feel they appear out of character. All three signs clearly perform a separate role in providing a directional indication to different parts of the site.

Taking this in to account, I am of the opinion that the signage is acceptable in this location.

Public Safety

It is considered that the signage will have no detrimental impact on public safety. The signage has been located off the highway to ensure clear sight lines for those travelling around the site.

Other considerations:

The proposals comply with the development plan in accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004 or there are material circumstances as explained above that outweigh those policies.

The Human Rights considerations have been taken into account fully in balancing the planning issues.

Recommendation

Taking in to account the above I recommend approval subject to conditions.

Recommendation

Grant Advertisement Consent subject to the following conditions:

1. 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.
2. 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.
3. 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.
 4. 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.
 5. 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.
 6. The period of consent lapses at the expiration of five years from the date of issue.
 7. No additional illumination shall be added to the signage hereby permitted without the prior written consent of the Local Planning Authority.

Reasons:

1. In accordance with the Town & Country Planning (Control of Advertisements) Regulations 2007.
2. In the interests of safeguarding the amenities of the area.
3. In the interests of safeguarding the amenities of the area.
4. In the interests of safeguarding the amenities of the area.
5. In the interests of safeguarding the amenities of the area.
6. To comply with regulation 14(5) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Any advertisement may continue to be displayed after this date, subject to the same conditions as set out in the Consent and the power of the District Planning Authority to require discontinuance of the display under Regulation 8.
7. In the interests of the visual amenity.

Notes to the Applicant

1. Failure to comply with any condition imposed on this consent may result in enforcement action without further warning.
2. Statement of positive engagement: In dealing with this application Hastings Borough Council has actively sought to work with the applicant in a positive

and proactive manner, in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

Officer to Contact

Mrs E Meppem, Telephone 01424 783288

Background Papers

Application No: HS/AA/14/00300 including all letters and documents