

<b>APPLICATION NO.</b>	<a href="#">P18/S2163/A</a>
<b>APPLICATION TYPE</b>	ADVERTISEMENT
<b>REGISTERED</b>	4.7.2018
<b>PARISH</b>	HENLEY-ON-THAMES
<b>WARD MEMBERS</b>	Stefan Gawrysiak, Lorraine Hillier, Joan Bland
<b>APPLICANT</b>	Smart Parking Limited
<b>SITE</b>	Townlands Hospital, York Road, Henley-on-Thames, RG9 2EB
<b>PROPOSAL OFFICER</b>	New signage - 28 non-illuminated signs Marc Pullen

**1.0 INTRODUCTION**

- 1.1 This application is referred to the Planning Committee as a formal call-in has been made by Councillor Stefan Gawrysiak.
- 1.2 The application site (which is shown on the OS extract **attached** as Appendix A) is the formal parking area which belongs to Townlands Hospital. The site is accessed off York Road and lies within the Henley Main Conservation Area.

**2.0 PROPOSAL**

- 2.1 This application seeks advertisement consent for the display of 28 signs all of which are non-illuminated. The signs are in place currently and this application therefore seeks retrospective consent for them.
- 2.2 All signs measure 60cm in width by 80 cm in height, fixed upon walls and poles throughout the site. 10 signs are on walls and 18 signs are on poles. The material of the signs is aluminium and they vary between black/white and orange/black in colour.
- 2.3 A copy of all the current plans accompanying the application is **attached** as Appendix B. Other documentation associated with the application can be viewed on the council's website, [www.southoxon.gov.uk](http://www.southoxon.gov.uk)

**3.0 SUMMARY OF CONSULTATIONS & REPRESENTATIONS**

**3.1 Henley-on-Thames Town Council – Object**

- This would be a proliferation of signs and cameras, leading to over-saturation. The signs and cameras are out of keeping with the character of the area and are obtrusive and unneighbourly

**The Henley Society (Planning) - Object**

- The Henley Society considers that the proposed number and size of the signs is excessive - the location is in a Conservation Area. In addition, the Society objects to this, or any similar, application being granted while the major dispute over the management of the car-park remains unresolved.

**4.0 RELEVANT PLANNING HISTORY**

- 4.1 [P18/S2276/LB](#) - Approved (31/08/2018)  
Proposed alterations to listed and curtilage listed buildings to facilitate conversion for use as assisted living units. Application for amendments to the currently approved works to change the approved drawings listed under condition no. 2 of the previous application (ref. P18/S0952/LB).

[P18/S0952/LB](#) - Approved (04/06/2018)

Proposed alterations to listed and curtilage listed buildings to facilitate conversion for use as assisted living units. Application for amendments to the currently approved works to change the approved drawings listed under condition no. 2 of the previous consent (ref. P16/S3824/LB)

[P17/S1414/FUL](#) - Approved (04/09/2017)

Variation of condition 2 (Plans) of Planning Permission P12/S1424/FUL

[P15/S2958/LB](#) - Approved (15/03/2016)

Proposed amendments to the approved scheme (planning consent references P12/S1424/FUL, P12/S1425/CA & P12/S1426/LB), in relation to the assisted living units and associated car parking, landscaping, open space, infrastructure and access works as amplified by information submitted 26 November 2015.

[P15/S2956/FUL](#) - Approved (15/03/2016)

Proposed amendments to the approved scheme (planning consent references P12/S1424/FUL, P12/S1425/CA & P12/S1426/LB), in relation to the assisted living units and associated car parking, landscaping, open space, infrastructure and access works as amplified by information submitted 26 November 2015.

[P12/S1424/FUL](#) - Approved (19/03/2013)

Proposed Health and social well-being campus comprising conversion and demolition of existing hospital buildings, structures and walls, and redevelopment of the site to provide replacement 18 bed community hospital, 12 bed palliative care facility, 64 no.bed care home, 45 assisted living units and key worker apartments, associated car parking, landscaping, open space, infrastructure and access works including provision of new vehicular access from Mount View. (As amplified by lighting review received 28/09/12, traffic safety audit received 02/10/12, Flood Risk Assessment received 02/10/12 and Method Statement For Bats received 17/10/12). (As amended by drawings 837-1212-D04-I and 837-1212-D04-I received 08/10/12, and drawings AED-LS20-11D, AED-LS20-12D, AED-LS20-002G and AED-LS20-001O received 15/10/12 and drawings 837-1100-D03-P, 837-1202-D04-I, 837-1203-D05-I, 837-1205-D04-I, 837-1210-D03-I, 837-1211-D03-I, 837-1212-D04-I, 837-1213-D04-I, 837-1220-D05-I, 837-1221-D04-I, 837-1222-D04-I, 837-1223-D04-I, 837-1230-D04-I, 837-1231-D04-I, 837-1351-D03-1, 837-1352-D03-I and 837-1400-D01-I received 18/10/12).

## 5.0 POLICY & GUIDANCE

### 5.1 National Planning Policy Framework & National Planning Practice Guidance

### 5.2 South Oxfordshire Core Strategy 2012 policies;

CS1 - Presumption in favour of sustainable development

CSEN3 - Historic environment

CSQ3 - Design

CSS1 - The Overall Strategy

### 5.3 South Oxfordshire Local Plan 2011 policies;

AD1 - Display of outdoor advertisements

CON7 - Proposals in a conservation area

CON8 - Signs on listed buildings or in conservation areas

D1 - Principles of good design

G2 - Protect district from adverse development

### 5.4 South Oxfordshire Design Guide, 2016

5.5 **Joint Henley and Harpsden Neighbourhood Plan 2016**

5.6 **Traditional Shopfront Design Guide**

6.0 **PLANNING CONSIDERATIONS**

- 6.1
- Impact on visual amenity
  - Impact on public safety
  - Impact on conservation area

6.2 Policy AD1 of the South Oxfordshire Local Plan (SOLP) relates to the provision of new advertisements and signage. This policy states: proposals for the display of outdoor advertisements and signs on the premises to which they relate will be permitted, provided that they do not have an adverse effect on visual amenity or public safety. Proposals for signs which are not to be displayed on the premises to which they relate will not be permitted, except where the premises are particularly remote and where the appearance of the local area is not spoilt.

**Impact on visual amenity**

6.3 The proposed signs are individually modest in size and design. They are scattered across the site in numerous locations which limits the visual impact upon the site. The signs are typical of outdoor parking areas and those you would expect to see at a hospital. The signs are contained within the site and views from York Road are limited, and no views of the sign are possible from the wider residential roads nearby. In officers' view the size and design of these signs is appropriate. The signs clearly relate to the use of the site and the modest size and scattering of these signs reduces the visual impact on the site whilst serving the purpose of providing information to visitors to the hospital. As such, officers consider this aspect of policy AD1 is satisfied.

**Impact on public safety**

6.4 All signs avoid any direct contact with pedestrians as they have been fixed to structures or fixed flush with walls/railings. The purpose of the signage is to inform about parking restrictions and procedures. The signs are not considered to have any impact on public safety, and as such, officers consider this aspect of policy AD1 is satisfied.

**Impact on conservation area**

6.5 Policy CON8 (SOLP) relates to new signage in conservation areas. This policy reads: consent will not be granted for the display of signs on a listed building or in a conservation area which are in any way harmful to the character and appearance of the building or area. Where it is accepted that a sign is needed, it should generally be non-illuminated, made of natural materials and to a design and scale reflecting the best traditional practice.

6.6 The proposed signage is considered appropriate given its setting within the large grounds containing a care home, hospital and car parking. The signs are non-illuminated and, whilst not finished in traditional materials, are acceptable in design and appearance, appropriate to the site's appearance and function.

7.0 **CONCLUSION**

7.1 Advertisement consent should be granted. The proposed signage is considered appropriate in size and design and is not considered to result in any adverse impact on visual amenity, public safety or the character and appearance of the conservation area.

8.0 **RECOMMENDATION**

8.1 To grant Consent to Display Advertisements

**1 : Signage to be implemented in accordance with approved plans**

**2 : Standard requirements for advertisement consent including maintenance of signs**

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