
Site Address: Land between 6-10, Sinah Lane, Hayling Island
Proposal: Display of 14No non Illuminated double sided post mounted signs, 3No. Non-illuminated house name plaques, 1No. Sales cabin fascia, 6No. Window vinyls, 1No. Sales centre clock, 1No. Post box sign.
Application Type: Advertisement
Application No: APP/23/00157 Expiry Date: 11/05/2023
Applicant: Mrs Hamlyn
BDW Trading Limited
Agent: Mrs Hamlyn Case Officer: Selina Donophy
BDW Trading Ltd
Ward: Hayling West

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

This application site comprises the Sinah Lane housing development which is accessed via Sinah Lane in Hayling Island. The site is currently under phased development with many of the properties now in the final stages of construction. To the east and west are existing residential properties.

2 Planning History

96/62176/000 - Outline application for the construction of a detached dwelling and integral garage
, WD,02/07/1997

APP/18/00724 - Erection of 195No. dwellings, associated open space, pumping station, sub-station and formation of new vehicular access off Sinah Lane. Change of use of land from agricultural to a Wader and Brent Geese Refuge Area
, COMM,

APP/20/01093 - Erection of 195No. dwellings, associated open space, pumping station, sub-station and formation of new vehicular access off Sinah Lane. Change of use of land from agricultural to a Wader and Brent Geese Refuge Area (Resubmission of APP/18/00724) (30.6.21). Request to Discharge Condition Nos. 3, 4, 6, 7, 11, 12, 13, 14, 20, 22, and 23 (recd 5.7.21) Request to Discharge Condition 18 (recd 17.3.22). Request to discharge condition 18 (06.07.22). Request to discharge conditions 6 and 14 (29.03.23)., PERM,30/06/2021

APP/21/00419 - Submission of a Full Planning Application for the erection of a Temporary Sales Cabin including car parking on the land at Sinah Lane, Hayling Island. This application is associated with the development proposed under planning reference: APP/20/01093, which has the benefit of a resolution to grant planning permission., WD,18/05/2022

APP/21/00420 - Display of 5No. illuminated with downlighter double sided post mounted signs, 2No. flag poles and 4No. flags, 1No. non-illuminated fascia sign, 2No. pavement sign, 1No. window vinyl, 1No. post box.
, WD,29/11/2021

APP/21/00642 - , UNK,

APP/21/00766 - Display of 1No. MSM Tri-sign and 2No. flag pole signs.,
WD,29/11/2021

APP/21/00857 - Variation of conditions 2 and 5 of Planning Permission APP/20/01093 (Erection of 195No. dwellings, associated open space, pumping station, sub-station and formation of new vehicular access off Sinah Lane. Change of use of land from agricultural to a Wader and Brent Geese Refuge Area) to replace approved Winter Bird Mitigation Strategy (containing Winter Bird Mitigation Plan) with an updated document which shows a temporary access via a new farm gate (2m tall) at the northern end of North Shore Road to facilitate access into the Winter Bird Mitigation Area by the RSPB for the purpose of maintenance and management, until such a time as the Area may be safely accessed via the previously approved access.

, WD,06/06/2022

APP/22/00304 - Display of 1No. development site marketing panel.

, PERM,28/06/2022

APP/22/00446 - Extension to front to form double garage., PERM,15/07/2022

APP/22/00639 - Erection of 1.8m high wall serving entrance to residential development approved under APP/20/01093. Repositioning 2 no. trees to accommodate wall., PERM,26/08/2022

APP/22/01132 - Erection of 1.8m high wall serving entrance to residential development (resubmission of APP/22/00639). Repositioning of 2No.Trees to accommodate wall., PERM,24/01/2023

APP/23/00293 - Variation of S106 relating to Schedule 5 (Open Space), clauses 1.1 and 3.1 (APP/20/01093), ,

3 Proposal

Display of 14No non illuminated double sided post mounted signs, 3No. Non-illuminated house name plaques, 1No. Sales cabin fascia, 6No. Window vinyls, 1No. Sales centre clock, 1No. Post box sign.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

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

Councillor Brenda Linger - Hayling West

No comment received

Councillor Clare Satchwell - Hayling West

No comment received

Councillor Julie Richardson

No comment received

County Ecologist

Thank you for consulting me on this application. Thank you for your patience.

I would not raise any ecological concerns in relation to the retention of the sales area and associated signage/flags. The location is situated within the active development area and well away from the bird refuge to the north. The activity is not likely to result in ecological impacts.

If you have any queries, please don't hesitate to contact me.

Environmental Health Manager, Community Group

I visited the site during the night of Monday 20 – Tuesday 21 March 2023 to undertake noise monitoring.

I observed the lighting and did not consider it to be an issue.

Health and Safety signage is a legal requirement. I have no comments about the other signage.

In high winds the flags and the ropes, they are attached to, could cause noise. If this is a problem, we should be able to resolve it informally.

I recommend a condition ensuring the flags and signage is removed once the sales phase of the development has been completed.

The Contaminated Land Officer has no comments to make.

RECOMMENDATION

APPROVE

Langstone Harbour Board

I refer to the detailed drawings and documents viewed on the Havant Borough Council website concerning the above planning application.

The Board's Planning Sub Committee has considered this application and offers NO OBJECTION but wish to comment that during the initial development proposal, the County Ecologist advised against auditory and visual disturbance on site due to the sensitive nature of the site in relation to bird species.

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: 15

Number of site notices: 4

Statutory advertisement: Not applicable.

Number of representations received: 11

Comment	Officer Comment
11 comments received in objection Issues raised : - illuminated signs are too bright - The signs were put up without planning permission - Light is impacting wildlife -Signage is excessive -The heights of flagpoles are too close to the boundaries of neighbouring properties -There also appears to be nothing in the application requesting a change of use for the 2 garages from residential to commercial. - Dirt issues and housing estate looks 'disgusting' - Disregard of green agenda' with lighting left on all night . - Impact on bats from lighting - bat community has been reduced	Noted- illumination now removed. Noted- this is a retrospective application Ecologist has been consulted on this proposal please see below. Please see section below Flagpoles have now been removed from the application. This application is strictly for advertisement consent The application for the main development has already been approved. Only the proposed advertisement is considered under this application. The dirt issues are currently being considered by Environmental Health under separate legislation. Noted- this has now been removed. The lighting will be removed.

7 Planning Considerations

7.1 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) Highway safety
- (iii) Effect upon residential amenity
- (iv) Ecology

(i) Visual amenity

7.2 This proposal comprises several signs which are located towards the front and along the access road leading into the site as well as inside the site itself. This is a retrospective application as the signage has already been installed. It is significant to note that this proposal has been amended since it's initial submission with the flagpoles which were initially proposed alongside the access road now removed as well as the illuminated element of the signage due to the overdeveloped appearance of the flagpoles and light pollution issues with the lit signage . This proposal now comprises of the following :

2 Double sided main signs either side of entrance accessed via Sinah Lane
2 Double sided secondary signs either side of the access road
3 Visitor parking signs surrounding parking spaces on the car parking area
1 Secondary sign also to the car parking area
6 Double sided secondary signs surrounding the sales centre
3 House name plaques
Sales Centre fascia
Sales Clock
Post box

7.3 The proposed signage is considered to be acceptable - the majority of the signage is relatively small in scale with the welcome signs at the front and access road to the site being the largest in scale. The signs themselves serve a functional purpose and with the removal of the flagpoles are not considered to result in a cluttered or unacceptable appearance within the site and when viewed from Sinah Lane.

7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 No highway safety issues have been anticipated as a result of this proposal.

(iii) Effect on residential amenity

- 7.5 There are residential properties located within close proximity of the site. Issues at the site have been raised by nearby residents and include light pollution from the illuminated signs which have been left lit day and night . It is understood the signage has since been put on a timer. This is difficult to enforce via condition and therefore the lit element of the signage has been completely removed so as to reduce any harmful light overspill completely as the illumination is not considered to be necessary. Havant's Environmental Health Officer has been consulted on this proposal and has no objection to uphold.

(iv) Ecology

- 7.6 The Country Ecologist has been consulted on this proposal and has no objection to uphold. Comments have been received which relate to the impact on wildlife from the previously illuminated signage - a condition will be applied to remove the illuminated element from the signage .

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/00157 subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

Uploaded on the 30 May 2023	A	CABIN FASCIA
Uploaded on the 30 May 2023	A	E-BROCHURE SIGN
Uploaded on the 30 May 2023	A	H&S SECONDARY SIGN
Uploaded on the 30 May 2023	A	HOUSE NAME PLAQUES
Uploaded on the 30 May 2023	A	MAIN SIGN & STREAMERS
Uploaded on the 30 May 2023	A	SALES CENTRE CLOCK
Uploaded on the 30 May 2023	A	SECONDARY SIGNS
Uploaded on the 30 May 2023	A	SECONDARY SIGNS
Uploaded on the 30 May 2023	A	SITE SIGNAGE OVERVIEW
PL02 P12 LOCATION PLAN		
4513-A-SALESAR-01B		SALES ARENA LAYOUT
PL-02 P4 PROPOSED SITE LAYOUT		

Reason: To ensure provision of a satisfactory development.

- 2 Within 3 months of the date of this decision notice any illuminated signage shall be permanently removed from the land forming the application site.

Reason: In the interests of the character and amenities of the area and having due regard to policies CS16 and CS11 of the Havant Borough Local Plan (Core Strategy) 2011 , Policy DM20 of the Havant Borough Local Plan (Allocations) 2014, and the National Planning Policy Framework.