
Site Address:	The Hayling School, Church Road, Hayling Island, PO11 0NU		
Proposal:	Display of banner to fencing to advertise school events/local businesses.		
Application No:	APP/17/01023	Expiry Date:	10/01/2018
Applicant:	Mr C Rainford		
Agent:	Mr G Raines	Case Officer:	Bee Crawford
Ward:	Hayling East		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is a secondary school and associated buildings enclosed with a blue metal fence and hedging behind. The location of the proposed banners is on the western boundary of the site fronting Church Road. The site is surrounded by detached two and three storey properties of similar and different age, style and design with St Mary's Church opposite.

2 Planning History

None relevant to this application.

3 Proposal

The proposal is for the display of non-illuminated banners to advertise local businesses and school events.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

County Ecologist

I have no comments to make on ecological matters.

Forestry Commission

No response received.

Highways Engineer, Development Engineer

The Highway Authority have no adverse comment to this application.

Natural England Government Team

Natural England has no comments to make on this application.

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: 9

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 2

Comment	Officer Comment
In support of the school to place advertising banners on their fence.	
I have no objection to The Hayling College advertising school events, such as open days, school plays or events directly related to the college. These should be given a maximum time and size of display and not be posted there permanently.	See section 7.
I do object to commercial advertising as has been the case in the past. Organisations or company's who use the college as a meeting venue should not be allowed to advertise. e.g Slimmers world, Weight watchers or boot sales.	See section 7.
Posters and signs on the fencing distract drivers and with a zebra crossing and four junctions in the vicinity of the college this could cause accidents. It is quite dangerous entering and exiting my property with out the added distraction of posters.	See section 7.

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

(i) Visual amenity

7.2 The proposed signage is to be situated on the western boundary of the site adjacent to the pavement and would be visible from the public realm. In order to lessen the potential for distraction to users of the highway, conditions are recommended to limit the size and number of banners to be displayed on the site at any one time.

7.3 Consequently, it is considered that the proposal would not adversely affect the character and appearance of the area and would not have a harmful 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 The Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety.

(iii) Effect on residential amenity

7.5 Concerns were raised with respect to the nature of the advertisements and potential distraction to users of the highway. The proposed banners are non-illuminated and in order to reduce the impact, conditions have been recommended to limit the size and amount of banners to be displayed. It is therefore considered that the proposal would not result in unacceptable harm to residential amenity.

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 Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/01023 subject to the following conditions

- 1 No part of the sign shall be illuminated.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 2 The advertisements hereby approved shall not exceed a maximum of four to be displayed at any one time.
Reason: To avoid excessive displays of advertisements in the interests of visual amenity and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 3 The advertisements hereby approved shall not exceed a maximum size of 2.5 metres x 1.2 metres.
Reason: In the interests of visual amenity and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

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

Location plan

Plan showing location of banner

Plan showing extent of boundary fence

Sample photograph of banner

Reason: - To ensure provision of a satisfactory development.