
Site Address:	Hayling Island Golf Club, Links Lane, Hayling Island, PO11 0BX		
Proposal:	Display of 1No. free standing non- illuminated advance entrance sign.		
Application No:	APP/17/00409	Expiry Date:	08/06/2017
Applicant:	Mr A Buck		
Agent:		Case Officer:	Harriet Pitney
Ward:	Hayling East		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Hayling Island Golf Club, Links Lane, Hayling Island, is large golf course located on the southern coast of Hayling Island. The site is largely set within a Sinah Common Site of Special Scientific Interest. The site itself for the sign is set on the road side near the junction with Sea Front Road. It consists largely of scrub at the current time with trees set behind in a copse of trees.

2 Planning History

90/50704/004 - Outline application for two storey clubhouse and car park with access from Ferry Road, WD,10/05/1995
02/50704/020 - Erection of 2m high replacement fence and part enclosure of sand dune at Gunner Point., WD,05/02/2003
02/50704/019 - Erection of replacement fence (approximately 1.4m high) on southern side of Ferry Road., REF,19/03/2002
01/50704/017 - Erection of replacement fence (approximately 1.5m high) on Southern side of Ferry Road., REF,10/07/2001
01/50704/016 - Construct new clubhouse building and associated out building, and extension of existing car park. Demolition of existing clubhouse and existing practice hall., PERM,09/07/2001
00/50704/015 - Erection of new boundary fence (approximatley 2m high) along southern side of Ferry Road, REF,05/06/2000
98/50704/011 - Erection of water storage tank for course irrigation on northern boundary of sit e adjacent to lake, PERM,27/02/1998
98/50704/012 - Replacement green wire mesh fence with barbed wire along part of south boundary including change of use of beach to golfcourse and replacement green wire mesh fence with barbed wire along part of north boundary, PERM,31/07/1998
98/50704/013 - Replacement Sea Defence Works to Langstone Channel, WD,29/07/1998
98/50704/014 - Shingle replenishment sea defence works to Langstone Channel, TPP,29/07/1999
97/50704/010 - Renewal of temporary permission to retain gabions to combat coastal erosion (see 95/50704/8), WD,13/02/1998
96/50704/009 - Erection of 1.8m high security fence and gates fronting highway, and associated landscaping, PERM,19/11/1996
95/50704/007 - Demolish existing mower shed and tractor shed, erect new machine shed and bulk storage bins and extend parking area., PERM,

91/50704/006 - Infilling between columns to enclose existing terrace,
 PERM,25/06/1991
 03/50704/021 - Erection of 1.8metre high green plastic coated weld mesh fence (plus
 3 strands of barbed wire on top) to part enclose sand dune at Gunner Point (Revised
 application)., PERM,08/05/2003
 04/50704/022 - Erection of two 5 metre high light standards with spherical luminaries
 with full horizontal light cut off within car park., REF,06/05/2004
 05/50704/023 - Erection of 2No. 4.5m high light standards with spherical luminaries
 with full horizontal light cut off., REF,22/06/2005
 06/50704/024 - Replacement starters hut., PERM,09/05/2006
 95/50704/008 - The retention of gabions to combat coastal erosion, ,14/12/1995
 APP/17/00138 - Display of 1No. non-illuminated advance entrance sign.,
 WD,27/03/2017
 APP/17/00275 - Construction of a facilities building on the course to provide separate
 male and female toilets along with a refreshment/shelter area., DEL,

3 Proposal

The proposal is for the display of 1No. free standing non- illuminated advance entrance sign. The sign would be located approximately 35metres from the junction of Sea Front Road and Links Road. The sing would be 2 metres in width, 1.1metre in height, set above the ground by 1.5m. This application has been amended from the previous submission by virtue of a revised location, set further to the south, along Links Road and in addition the sign has been reduced in height and overall scale.

4 Policy Considerations

National Planning Policy Framework
 Havant Borough Council Borough Design Guide SPD December 2011

Havant Borough Local Plan (Core Strategy) March 2011

CS11 (Protecting and Enhancing the Special Environment and Heritage of
 Havant Borough)
 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

County Ecologist

The proposed signage is situated within part of Sinah Common SSSI. It is unclear whether the installation of the sign would require the removal of vegetation: if so then details of that vegetation should be provided to the local planning authority. In addition, one would expect that consent from Natural England would be required.

I would therefore request clarification on the extent of vegetation removal needed and also whether are any alternative locations outside the SSSI have been considered.

Harbour Office, Langstone Harbour Board, Langstone Harbour Board
No Objection

Highways Engineer, Development Engineer

The Highway Authority has no adverse comment to this application

Natural England Government Team

Please note that a SSSI consent will be required for any scrub clearance and this will need to be agreed by Natural England prior to any works commencing. Further information on the area and type of vegetation to be removed is required. Also, the timing of the works will need to avoid the breeding bird season. For further information, please contact the SSSI Responsible Officer - Alexandra Jenks:

Alexandra.Jenks@naturalengland.org.uk

Property Services Manager

No objection

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: 3

Number of site notices: 1_

Statutory advertisement: Not applicable.

Number of representations received: 2

Comment	Officer Comment
I remain opposed to this revised application. If this is, indeed, to be an advance entrance sign, this purpose would surely be better served with a direction sign on the existing posts some 100m to the east of Links Lane or with a small sign on the same post as that indicating the footpath to the beach. If it is to welcome visitors, then surely it should be at the entrance to the Golf Club car park, not on Council land. The photograph accompanying the application does not reflect the current state of the vegetation around the sub-station. The proposed siting of the sign would require the clearance of a large area of shrubs and natural	Considered under section 7.1 (ii)

habitat fronting the copse. The proliferation of unnecessary signage is a blight on rural and residential environments and I trust that the Council will take this into account and reject this application.	
If a sign is permitted for this enterprise, a precedent will have been set and there will be no justification for not permitting signs of equivalent size for any or all commercial businesses on Hayling? (eg signs on the same site for Sinah Warren, or the Ferry Boat Inn or many others). Permitting this will lead to a proliferation of advertising hoardings which, although it might bring in a small amount of revenue for the council, will diminish the natural environment for all residents and visitors to the Island. We are liable to end up degrading the natural environment to one that looks like the exhibit I will send by separate email as I cannot attach it here. I strongly object to this application.	Applications are judged on a case by case basis by considering the relevant constraints of the site Response as above

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) Principle of development
- (ii) Impact upon the character and appearance of the area
- (iii) Impact upon highway safety
- (iv) Impact on SSSI

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

(ii) Impact upon the character and appearance of the area

This application is a resubmission following the previous application being withdrawn, following concerns raised regarding the proposed location, size and scale of the advert. This application has relocated the sign to the south on the side of Links Road, rather than the previous position which was located in an open grass strip along The Sea Front. The proposed sign has also been reduced in size and scale. The proposed sign would now be seen against the backdrop of a woodland copse. It is considered that the revised location and reduction in size and scale of the sign would not have a significant adverse impact on the visual amenity of the immediate or wider area. The signage is therefore considered to accord with the requirements of policies CS11, CS16 (Core Strategy) and DM21 (Allocations) of the Havant Borough Local Plan.

(iii) Impact upon highway safety

The proposed non-illuminated signs would not cause a distraction to highway users as confirmed by the Council's Highway Engineer.

(iv) Impact on SSSI

The proposed sign is situated within part of Sinah Common SSSI. The LPA Ecologist has requested whether other more appropriate sites are available for the location of the site. As part of the previous application, discussions took place with the applicant about other alternative locations, other than the previous location. From these discussion other sites were not available due to constraints regarding impact on neighbouring trees, impact on adjacent services in the form of an electricity sub-station. As such it is considered that due consideration has been given to other locations. Furthermore as indicated above the location of the sign is considered acceptable in terms of visual amenity on the area.

The Ecologist and Natural England have advised that a further consent from Natural England would be required, as such an informative has been added to advise the applicant of the requirements over and above seeking consent under the advertisement regulations.

8 Conclusion

The proposal is considered to be acceptable and it is recommended that advertisement consent is granted.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/17/00409

(A)

(B) for the following reasons/subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

Proposed advance entrance sign - 2
Photograph with image of advertisement
Technical specification for wind speed and fixing etc
Proposed block plan 4 Proposed site location plan

Reason: - To ensure provision of a satisfactory development.