
Site Address:	Hayling Island Sailing Club, Sandy Point, Hayling Island, PO11 9SL		
Proposal:	Display of Hayling Island Sailing Club sign with non-illuminated lettering.		
Application No:	APP/13/00847	Expiry Date:	24/10/2013
Applicant:	Mrs Letten	Team:	Team 1
Agent:		Case Officer:	Daniel Gender-Sherry
Ward:	Hayling East		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Sited on a spit of land located at the south east end of Hayling Island and bordering Chichester Harbour. The proposal relates to the installation of a new stainless steel club sign on the southern elevation of the main building.

2 Planning History

No relevant planning history

3 Proposal

This is an advertisement application for the display of Hayling Island Sailing Club sign with non-illuminated lettering. This shall be positioned on the south elevation, at first floor. The sign will be constructed with stainless steel metal.

4 Policy Considerations

National Policies

National Planning Policy Framework

Core Strategies 2011 forming part of the HBLDF

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|------|---|
| CS11 | (Protecting and Enhancing the Special Environment and Heritage of Havant Borough) |
| CS12 | (Chichester Harbour Area of Outstanding Natural Beauty (AONB)) |
| CS16 | (High Quality Design) |

Havant Borough Local Plan Allocations (Publication)

Policy DM21 (Shopfronts, Signs, Security Shutter and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Chichester Harbour Conservancy

Due to the position of the planning proposals within the Settlement Policy Areas/Urban Area, and/or full enclosure by larger scale development in the countryside and/or their scale, height and form; the developments listed below would not in our view be intrusive or harmful to the wider AONB landscape or the designated nature conservation sites.
No objection raised

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: 0

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received:

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:

- (a) Impact on amenity, specifically;
 - (i) Impact on AONB
 - (ii) Impact on Special designated areas
 - (iii) Design and Appearance
 - (b) Impact on public safety
- (i) Impact on AONB

The proposed sign will be located on the south elevation of the main building, it is constructed of stainless steel and will match existing materials used in the immediate vicinity. The sign will not be illuminated and for these reasons it is considered to have a minimal and acceptable impact on the character and appearance of the AONB.

- (ii) Impact on Special designated areas

The site is located within a countryside area, adjacent to an SSSI, Special Protection Area and Ramsar and Special Area of Conservation. The location is therefore sensitive in term of the character and appearance of the landscape and nature conservation issues.

In terms of the impact on Nature conservation issues the sign will be located on an existing building and Chichester Harbour Conservancy have raised no objections to the proposal, therefore it is considered that the development would not be harmful to the surrounding environment.

(iii) Design and Appearance

The use of material and size of lettering is considered to be in keeping with the palette of colour within the immediate area and is unlikely to result in a form of development that is out of keeping with the area.

(b) Impact on public safety

Due to the location of this proposed sign there is no impact affecting the public highway, it is visible from the waterway of Chichester Harbour, however the sign is non illuminated and therefore the impact upon this amenity is minimal.

8 Conclusion

In conclusion, the proposed club sign is considered acceptable on the building and in the context of all special designated areas.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00847 subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 4 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.

6 No part of the advertisement sign hereby permitted 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)

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

Site Plan - Drawing No. 2386_GAD_100000_A

Location Plan - Drawing No.1

Illustrative Design and Appearance of Sign - Drawing No.2

Reason: - To ensure provision of a satisfactory development.