DELEGATED OFFICER REPORT

PROPOSAL	**Advertising consent for 1No direction sign.**
LOCATION:	Dovercourt and The Oven Camp Site, Manor Road, Hayling Island, PO11 0QX
REFERENCE NO:	APP/25/00398
APPLICANT:	Hayling Island Campsite Ltd
APPLICATION TYPE:	Consent to display an advertisement

CONSULTATION EXPIRY DATE: 09/01/2026

APPLICATION EXPIRY DATE: 18/08/2025

WARD: Hayling West

SUMMARY RECOMMENDATION: Approve with Conditions

1. Site Description

1.1 The application site is an established camp site on Hayling Island. The camp site is access from an entrance on the A3023.

1.2 The character of the area is a mix of residential properties, camp sites, agricultural land and a supermarket is found a short distance to the north east.

1.3 The site is not located within a Conservation Area or National Landscape. There are no listed buildings nearby.

2. Planning History

No relevant planning history.

3. Proposal

3.1 Advertisement consent is sought for the installation of one sign to be mounted on a pole. The base of the sign would be set 2.134m above ground level. It would have a height of 43.2cm x width 51cm and depth 1.2cm.

3.2 The scheme as originally submitted sought to install the sign on the opposite side of the road to the entrance, however, its positioning drew objections from Hampshire County Highways. The positioning of the sign was subsequently amended to be installed on the opposite side of the road on land at the entrance to the camp site. The rationale for the sign is to make the entrance more visible to customers. For the purpose of this report, an assessment of the revised scheme shall be undertaken.

4. Policy Considerations

In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, this decision has been taken having regard to the policies and proposals in the National Planning Policy Framework, the Development Plan, and all other material planning considerations identified in the Planning Considerations section of the report.

Havant Borough Council Borough Design Guide SPD December 2011

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014
AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: N/A
Conservation Area: N/A

5. Statutory and Non Statutory Consultations

Hampshire Highways – Initial Response (1/7/2025)

Thank you for the consultation on the above application. The application is seeking to implement a non-standard sign on an existing street lighting column within the adopted highway.

Given that the proposed sign is a private sign it cannot be permitted to be installed on the highway or on a highway asset. If applicant wishes to install the proposed sign it must be located away from the adopted highway.

Alternatively, the applicant may wish to seek installation of a regulated highway sign in the form of a brown tourist sign from the Highway Authority. This can be done through the following link: Apply for a brown tourist sign | Transport and roads | Hampshire County Council

Recommendation

The Highway Authority object to the provision of a non-standard sign on the highway and attached to a highway asset in the interest of highway safety.

Hampshire Highways – Response to amended scheme (29/12/2025)

Thank you for re-consulting the Highway Authority on the above planning application. The Highway Authority wishes to make the following comments.

The applicant has now stated that the direction sign will be moved to a position which no longer requires it to be attached to a Highway asset. Therefore, the Highway Authority's previous concerns regarding this application have now been addressed.

Recommendations

As all previous concerns with this application have now been resolved, the Highway Authority raise no objection to the proposal.

6. Publicity and Community Involvement

This application was publicised in accordance with the Council's Local Code of Corporate Governance and the Statement of Community Involvement.

Ward Members

Cllr P Gray No comment received
Cllr W Forrow No comment received
Cllr J Hulls No comment received
Cllr M Coates No comment received
Cllr P Oliver No comment received
Cllr N Shepherd No comment received

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice	Site Notice 18.9.25	18/09/2025	09/10/2025	Is advertised in the public interest
Site Notice	Revised Plan Site Notice	19/09/2025	03/10/2025	Is advertised in the public interest

Neighbouring properties consulted (as defined by the Statement of Community Involvement)

Number consulted: 12

One comment was received to the scheme as originally submitted. The comment was neither supporting or objecting to the proposal and stated:

Neighbour Comment	Officer Response
Directly opposite the entrance, where the sign is proposed to be sited, there is a bus stop and speed limit sign. Have these been taken into consideration?	The positioning of the sign was subsequently amended to be set away from the bus stop.

No neighbour comments were received to the amended scheme.

Material planning considerations are addressed in Section 7.

7 Planning Considerations

7.1 Applications for the display of advertisements can only be considered in relation to the interests of amenity and public safety, having regard to the development plan and any material considerations. Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

(i) Impact on visual amenity
(ii) Impact on public safety
(iii) Effect upon residential amenity

7.2 The proposal comprises a single, pole mounted sign located at the entrance to the campsite. The sign would not be illuminated.

(i) Impact on visual amenity

7.3 The Planning Practice Guidance indicates that 'visual' and 'aural' amenity should be taken into account. Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and should not result in a cluttered appearance. In this case there would be no aural sound from any of the proposed signs, and the PPG indicates that it is the visual effect on the immediate neighbourhood where passers-by will be aware of the advertisement that should be taken into account.

7.4 The sign has already been produced and a photograph provided as part of the submission. The sign is of modest dimensions measuring 43.2cm in length x width 51cm and depth 1.2cm. The sign would be mounted on a pole with the base of the sign set 2.134m above ground level. The sign is relatively simple in appearance, showing the campsite logo, the name of the campsite and a directional arrow. The proposed lettering is not excessive in size and the colour scheme is not garish. As such, it would not appear as an incongruous or dominant addition to the area.

7.5 Officers note there is already some signage at the entrance to the campsite set at a lower level or A boards and a flag, some of which is temporary in nature and moved regularly. The proposal would provide a permanent advertisement. Given its small size, Officers are satisfied the proposal would not unduly clutter the appearance of the area.

7.6 In summary, the appearance of the sign is considered to be acceptable within its setting and accords with the aims of Core Strategy Policy CS16.

(ii) Impact on public safety

7.12 Regulation 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007, provides some guidance on what factors are relevant to public safety considerations, which includes all considerations relevant to the safe use and operation of any form of traffic or transport on land (including pedestrians), over water or in the air.

7.13 The sign is of modest proportions and would be mounted on a pole. The base of the sign would be set over 2m above ground level and set away from the pavement. Therefore, it would not impact on pedestrian movements on the adjacent pavement.

7.14 The sign is of modest size and neutral appearance. It would not be illuminated. The Highway Authority was consulted on the amended scheme and have confirmed no objection to the proposals. Officers are therefore satisfied it would not pose a hazard to motorists.

(iii) Effect upon residential amenity

7.15 The sign would be set away from the nearest residential properties. Its modest size and lack of illumination would ensure no harm to neighbouring residential amenity.

8 Conclusions

8.1 The proposed signage is considered to be appropriate in scale and appearance and, notwithstanding the objection received to the application, would not result in any harm to visual or residential amenity or adverse impact on public safety. The application is therefore recommended for advertisement consent.

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9. RECOMMENDATION:

That the Development Manager be authorised to Grant Advertisement Consent for application APP/25/00398

Conditions:

1	a) 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. (b) No advertisement shall be sited or displayed so as to: (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

	(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle. (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site. (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public. (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity. **Reason:** As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
2	The development hereby permitted shall be carried out in accordance with the following approved plans: Revised Location Plan - Received 15th September 2025 Photograph of proposed sign - Received 27th August 2025 Revised sign details - Received 15th September 2025 Planning Statement - updated - Received 15th September 2025 **Reason:** To ensure provision of a satisfactory development.
3	The hereby approved sign shall at no time be illuminated unless otherwise agreed in writing by the Local Planning Authority. **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)

4	No part of the advertisement shall overhang the pavement of the adopted highway. **Reason:** To safeguard pedestrian movements and in the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

Informatives:

1	In accordance with paragraphs 38-50 of the NPPF Havant Borough Council (HBC) takes a positive and proactive approach and works with applicants/agents on development proposals in a manner focused on solutions by: Offering a pre-application advice service, and Updating you of any issues that may arise in the processing of your application and where possible suggesting solutions, and, In this instance: You were updated about issues after the initial site visit, Your amended application was acceptable as submitted and no further assistance was required.