
Site Address:	Berewood Phase 2 Development Site, London Road, Purbrook, Waterlooville		
Proposal:	1No stack sign mounted on metal poles.		
Application No:	APP/19/00245	Expiry Date:	07/05/2019
Applicant:	Mr Hodgson Redrow		
Agent:		Case Officer:	Denise Sheath
Ward:	Stakes		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

Berewood Phase 2 Development Site, London Road, Purbrook, Waterlooville. The proposed site for the sign is on north side of the London Road opposite No.s 152 – 156 London Road, Waterlooville.

2 Planning History

APP/14/00032 - Reserved Matters Application for 246 residential dwellings, phase 2 of the Berewood development within the West of Waterlooville MDA development (to meet the requirements of Condition 6), together with discharge of Conditions 3 (Compliance with outline documents), 4 (Compliance with Design Code), 11 (noise mitigation) and 16 (Construction Management Plan), of Outline permission APP/10/00828., PERM,24/06/2014

APP/14/00709 - Display of 1No. non-illuminated freestanding sign., PERM,29/08/2014

APP/14/00826 - Discharge of Condition No/s 7 and 18 of Outline Planning Permission APP/10/00828, PERM,09/10/2014

APP/14/00856 - Discharge of Condition No/s 1 and 9 (in respect of the affordable units and plot 2 within the areas of plots 1 - 110) of Planning Permission APP/14/00032, PERM,09/02/2015

APP/14/01234 - Application for Non-material changes to Planning Permission APP/10/00828 relating to substitution of Dark Heather roof tile to Heather Blend and request to amend proposed dormers on plots 16-19 from flat roof to pitched., PERM,19/12/2014

APP/14/01274 - Display of 5No. freestanding stack signs; 4No. 4m high flag poles on south side of Milk Lane and associated hoarding., PERM,10/03/2015

APP/15/01399 - Application for non-material change to Planning Permission APP/10/00828 Design Code relating to kerb stones (Employment Hub only) and carriageways (site wide)., PERM,12/01/2016

APP/17/00079 - Opaque glazed non opening rooflight to the west facing roofslope. (Retrospective Application). , PERM,10/03/2017

APP/16/00969 - Application for non-material change to Planning Permission APP/14/00032 relating to eave break feature on front elevation of Block B and E., PERM,14/05/2018

APP/17/00414 - Approval of the siting, scale and appearance of the Youth Shelter is sought. The following plans are submitted for approval; Town Park Masterplan - D2403 L.100 Rev 03 Detailed Hard Landscape Plan - Skate Park, MUGA & Youth Shelter - D2403 L.206 Rev 7 Detailed Soft Landscape Plan 4 of 4 - D2403 L.304 Rev

6 Indicative Site Sections D - d - D2403_L.453 Rev Landscape Design Statement A4
Hoop Shelter A4 Hoop Shelter Dimensions Photo examples of the proposed youth shelter, UNK,
APP/18/00952 - Phase 8 Written Scheme of Investigation for Archaeological Strip, Map and Record Investigation, UNK,
APP/19/00302 - Application for non-material change to Planning Permission
APP/14/00032 relating to change of house type of Plot 1 from Tower house type to Shaftesbury house type and associated double garage., PERM,12/04/2019

3 Proposal

1No stack sign mounted on metal poles.

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

Developer Services, Southern Water

No objection

Environment Agency

No comments received

Hampshire Highways

This proposed structure is unlikely to be a distraction to drivers and a hazard to road users therefore I confirm the Highway Authority have no objection to this proposal.

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: At least one site notice exists - check the number.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
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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 sign is of a reasonable size and provides suitable information for the sale of the houses. It is not proposed to be illuminated. It is therefore considered that it will not be detrimental to amenity.

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 The Hampshire Highways Authority have commented that the proposed structure is unlikely to be a distraction to drivers and a hazard to road users therefore the Highway Authority have no objection to this proposal. The sign is set in from the London Road and will not be a distraction to drivers and has such a reason for refusal on this matter would not be justified.

(iii) Effect on residential amenity

7.5 The nearest neighbouring properties are a distance of 4 metres from the boundary to boundary and the houses are set back a further 2m from there boundaries therefore the impact on these properties would not be significant enough to warrant a refusal.

8. Conclusion

8.1 The proposed sign is 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/19/00245 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 2007.

- 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 2007.

- 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 2007.

- 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 2007.

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

Application Form - Received 12 March 2019

Planning Statement - Received 28 February 2019

Signage Details - Received 28 February 2019

Location Plan - Drawing No. LP-01 - Received 28 February 2019

Location and Block Plan - Drawing No. LP-01 - 28 February 2019

Coloured Signage Details - Received 28 February 2019

Reason: - To ensure provision of a satisfactory development.

- 7 The advertisement hereby permitted shall be removed from the site by 31st December 2020 or 14 days after the sale of the last property whichever is sooner.

Reason: In the interest of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).