
Site Address:	Berewood Phase 2 Development Site, London Road, Purbrook, Waterlooville		
Proposal:	Display of 5No. freestanding stack signs; 4No. 4m high flag poles on south side of Milk Lane and associated hoarding.		
Application No:	APP/14/01274	Expiry Date:	10/03/2015
Applicant:	Redrow Homes	Team:	Team 1
Agent:		Case Officer:	Sally Smith
Ward:	Stakes		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is in the main the frontage of the Redrow site to the London Road and the frontage of the field to the north. The boundary of the Redrow site to the south side of Milk lane is also subject to the application. The signs have been displayed. Two flags have also been erected either side of the directional stack signs. These flags are not part of the application. The agent has confirmed they will be removed.

2 Planning History

APP/14/00032 - Provides the planning permission for 226 residential units that are primarily in the Havant area.

APP/14/00709 - One no illuminated sign. Permit 29/8/14

APP/14/00932 - Sign board and 6 flagpoles (on north side of Milk Lane by Grainger). Permit.

3 Proposal

The proposal is for:

- 2 directional stack signs and one central sign - 3m x 3m including Redrow details . The directional signs are to the south and north of Milk Lane and are erected on the inside of the hedging - the base of the boards just below the top of the hedging. The top of the signs do not exceed 5m above ground level. The central stack sign is of the same dimensions and proposed at the same height. It has not been erected to date and is proposed just to the front of the sales area.

- 2 stack boards of the same dimensions to either side of Milk Lane entrance of the same height above ground as those detailed above. The content includes details of Berewood, Grainger and Redrow providing direction to the marketing suite.

- 4 flag poles on Milk Lane, 4m high and displaying Redrow flags 1750mm by 880mm.

- hoarding to the south side of Milk Lane.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Highways - No adverse comment
Winchester City Council - No response received.

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: 62

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

Statutory advertisement: Not applicable.

Number of representations received: One from 2 addresses

Summary:

Distraction to drivers where concentration is most required.

Concern over the flagpoles erected by the directional stack signs. Consider them another eyesore. (Agent has confirmed they will be removed)

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan and the Advertisement Regulations it is considered that the main issues arising from this application are:

- (i) Impact upon public safety
- (iii) Impact upon amenity

(i) Impact upon public safety

The signs proposed (and displayed) along the London Road - relate to two advance stack signs and two stack signs at the entrance to Milk lane. Being along the A3 they need to be of adequate sign to provide the required information to the driver. It is considered that the signs displayed achieve this. Advance signage is considered sensible to provide the potential buyers/viewers with time to decide on their turning movements. The signs are not illuminated. The Dev engineer has not raised objection. The flags adjacent to the advance stack signs are to be removed - and are not part of the considerations.

The hoarding and other sign within the site does not impact on general public safety.

(iii) Impact upon amenity

For the size of this housing phase (226 units) it is considered that the number and size of signs proposed provides adequate notification and yet are positioned are of a size that are not intrusive on the amenity of the area. They are of a quality design and erected professionally. They are not illuminated.

The hoarding is of a good quality with suitable illustrations. It provides good screening to the building area and faces the open field to the north that is to be the town park. It is not considered detrimental to the amenity of the locality.

The four flags are on the south side of Milk lane and are not thought detrimental to amenity being mainly within the site and away from existing residents. They will also be seen against the backdrop of the development.

It is not considered that the concerns expressed in the objections that relate to public safety and being an 'eyesore' can be substantiated in this case.

8 Conclusion

The various advertisements are considered acceptable.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01274 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 2007.
- 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:

Statement: Yew Gardens - Proposed Signage
A4 sheet - Flag design
Stack Sign - Central
Stack Signs - Directional
Grainger Stack Sign options
Hoarding Details
Proposed Signage Layout 001.D.008 Rev B

Reason: - To ensure provision of a satisfactory development.