
Site Address:	County Library, 25 The Precinct, London Road, Waterlooville		
Proposal:	Installation of flag pole to south elevation.		
Application No:	APP/15/00387	Expiry Date:	10/07/2015
Applicant:	Miss Flamson Waterlooville 200	Team:	Team 2
Agent:	Ms S Flamson Havant Borough Council	Case Officer:	Karen Wooden
Ward:	Waterloo		

Recommendation: **GRANT PERMISSION**

1 Site Description

- 1.1 The site is a civic building, located in The Precinct, part of the pedestrianised shopping centre in Waterlooville. The building is four storeys in height, and is situated at the end of a row of two storey purpose built retail units, and close to the pedestrian access to the modern shopping units that form Dukes Walk.
- 1.2 The area consists of a mixture of predominantly retail two storey units of various age, style and size in a pedestrianised precinct.

2 Planning History

- 2.1 None relevant

3 Proposal

- 3.1 Installation of flagpole to south elevation to enable a 'Town Flag' to be displayed to mark 200 years of Waterlooville. This is to be a permanent fixture.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011
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

Environmental Health Manager, Community Group - No Response
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: 7

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

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 streetscene and public safety

(i) Principle of development

7.2 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 streetscene and public safety

7.3 The proposed flag pole will be located on the southern elevation of the building, close to the entrance to the library, and pedestrian access to Dukes Walk. The flagpole will be fixed at a 45 degree angle at a height of 4.26m from ground level. Currently each unit along The Precinct has a fascia sign and hanging sign with the name of each business. The hanging signs protrude from the buildings via small white brackets, and hang at a 90 degree angle. The flagpole is proposed to display a flag measuring 91cm x 45cm, and although the flagpole is to be a permanent fixture, the displayed flag may change. The scale and design of any proposed flag can be controlled by the addition of a condition to the permission.

7.4 The flagpole is not visible from any road and will be positioned at a reasonable height and therefore is not considered to have a negative impact, either cumulatively or individually, on highway safety for either vehicular or pedestrian. The scale and relation to the building is considered acceptable.

8 Conclusion

8.1 The scale, size and design of the proposal is considered to be acceptable and is recommended for approval.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT**

PERMISSION for application APP/15/00387, subject to the following conditions:

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

Flag design - received 18.06.15

Application Form - received 09.04.15

Photographs - received 09.04.15

Reason: - To ensure provision of a satisfactory development.

- 2 With the exception of the Waterlooville Flag design as approved under Condition 1, or any flag as described in Schedule 1, Class H of The Town and Country Planning (Control of Advertisements) (England) (Amendment) Regulations 2012 (as amended), no other flag shall be flown from the pole until details specifying the scale and design have been submitted to and approved in writing by the Local Planning Authority. Any subsequent changes to the design of the flag must be submitted to and approved in writing by the Local Planning Authority.

Reason: To safeguard the amenities of the locality and having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework 2012

- 3 Only one flag shall be flown from the pole at any one time.

Reason: To safeguard the amenities of the locality and having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework 2012