

From: Gary Tester [REDACTED]
Sent: 25 January 2015 10:53
To: Heather Lealan

Subject: Fwd: APP/14/01174 Display of 5 freestanding signs and 5 flags on 4m high flagpoles

Heather,

Thank you for your letter dated 20 January 2015 advising of further changes to the application. Whilst the loss of two flag poles on the eastern boundary is obviously welcomed the retention of the one at the site entrance remains an issue for the following reasons:

- Bellway state this is needed to mark the site entrance but in reality the flagpole will hardly be visible when approaching the development as it will be almost entirely hidden by the retained oak tree from the Beech Grove approach. As previously advised there is no passing traffic whatsoever. Therefore from a marketing perspective it is unlikely to be very effective.
- Conversely it would be very visible from the AONB as there remains a large gap in the hedgerow between the existing eastern hedge and the hedge which used to form the boundary to number1 Hawthorne. This is because no planting has yet been undertaken in this area to bridge this gap and allowed to mature to act as a screen as required. Therefore the flapping flag will remain a nuisance to the Brent Geese and other protected wildlife. It is noted that the County Ecologist states in his response dated 13/1/15 that 'to further minimise any potential for impact would be to avoid placing flagpoles on the eastern side of the new access road.....' We would ask therefore that the application, if approved, is with No flagpoles on the eastern side of the access road please.
- The proposed size of the flags seems overly large at 1800mm by 900mm - why do they need to be so large given they will now be some two meters closer to the ground? The height of flagpole and size of flag needs to be in proportionate scale.
- The previous typographical errors noted remain on the Sales Area Signage plan version C.

The previous responses are also attached for ease of reference.

Many thanks,

Gary Tester
19 Beech Grove
PO119DP