
Site Address:	Entrance to Milk Lane, Waterloooville		
Proposal:	Display of 1No. non illuminated freestanding sign board and 6No. 6.1m high flags.		
Application No:	APP/14/00932	Expiry Date:	18/11/2014
Applicant:	Mr Fletcher Grainger	Team:	Team 1
Agent:	Ms B Stala Savills	Case Officer:	Sally Smith
Ward:	Stakes		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is on the north side of Milk Lane. It is to announce both the Redrow presence and that the housing for Redrow is part of the Grainger, Berewood development

2 Planning History

In this vicinity:

APP/14/00032 - Reserved matters for 246 houses. Permitted.

APP/14/00061 - Landscaping for town park. Permitted.

3 Proposal

The proposal is for an announcing totem panel and 6 flags. The siting of this sign has been amended to place it further back by the fence line. It was previously much further forward on the junction verge. The panel proposed originally was 3m by 5.9m but has been amended to 3m high by 2.95m wide, sited 1m from the ground.

In addition there are 6 flags proposed along the north side of Milk Lane.

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

Winchester City Council - No formal response but aware of intention to reduce the size of the panel.

Development Engineer - Concerned that original sign was too big and flags could be distracting but do not think it could be refused on highway grounds.
Open Space Society - No response
Rights of Way Officer - No response

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: 12

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: None

7 Planning Considerations

7.1 The matters to be considered for advertisements, as defined by the Advertisement Regulations, relate only to the impact on public safety and amenity.

(i) Effect on public safety.

7.2 Following the view of the Highway engineer the sign has been relocated further back against the fence and reduced significantly in size. The flags are parallel to Milk Lane so when travelling on London Road from the south drivers will only have full sight of the first two flags. This is therefore considered acceptable.

(ii) Effect on amenity

7.3 The sign is of a reasonable size and provides suitable information for the sale of the houses and that the development is part of the larger Berewood MDA. It is not proposed to be illuminated. It is therefore considered that it will not be detrimental to amenity. The flags provide an entrance feature and have been reduced in number by one to six. It is considered that this number together with their siting is acceptable to announce the development.

8 Conclusion

8.1 The sign and flags are considered acceptable.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00932

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:

Savills letter of 14 November 2014 amending application
Application Boundary SNUD 264265 AVRL001
Advertising Signage Locations D2085 L.220 Rev D
1:20 Sign Detail
1:50 Flag detail
Application form

Reason: - To ensure provision of a satisfactory development.