
Site Address:	Rothery House, Waterberry Drive, Waterloo, PO7 7XX		
Proposal:	Display of 3 No. flag advertisements from existing flag poles.		
Application No:	APP/14/00034	Expiry Date:	13/03/2014
Applicant:	Ms Haskett	Team:	Team 2
	John Rothery (Wholesale) Ltd		
Agent:	Mr Laurenson	Case Officer:	Bee Crawford
	ADP Architects Ltd		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is located in a modern business park on the edge of Waterloo. It is an aluminium clad purpose built 2 storey unit with a pitched clad roof and is situated on the western side of the park. The site is open to the front with a cul-de-sac of purpose built 2 storey business units to the south, 2 storey purpose built business units to the north and east (opposite) and open fields to the rear (west).

2 Planning History

- 2.1 APP/13/01107 - The erection of 2 no. 6 metre high and 1 no. 8 metre high white painted metal flag poles to the front of the site, permission granted 18/12/2013 .

3 Proposal

- 3.1 Display of 3 No. flag advertisements measuring 1.83 metres x 0.91 metres at the front of the site from existing flag poles (granted under planning permission APP/13/01107).

4 Policy Considerations

National Policies

National Planning Policy Framework 2012

Core Strategies 2011 forming part of the HBLDF
CS16 (High Quality Design)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Environmental Health Manager, Community Group

No Adverse comments.

Development Engineer

No objection to the proposal. Any proposed flags which overhang the highway should be more than 2.4 metres above ground level.

Arboriculturalist

No arboricultural impact - the trees are located on the opposite side of the building and the poles are already in place.

Property Services Manager

No objection to the proposal. There is a clause in the lease that requires the Council's consent (as landlord) for any advertisement to be displayed on the land. Consent can be given on request, should planning permission be granted.

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: 5

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) Visual Amenity
- (ii) Highway Safety

(i) Visual Amenity

7.2 The flags are to be situated to the front of the site from existing flag poles (granted under planning permission APP/13/01107) and whilst there are no other similar advertisements in the immediate vicinity, it is not considered that the proposal would adversely affect the character and appearance of the area. The application site is situated in a purpose built business park and it is not considered the proposal would have a harmful 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

7.3 In order to maintain highway safety, it has been suggested that any proposed flags

which overhang the highway should be more than 2.4 metres above ground level. Therefore a condition is recommended to include this requirement.

8 Conclusion

- 8.1 The proposal is considered to be acceptable and is recommended for advertisement consent.
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9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00034 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 Any flag which is to be displayed shall be affixed to the relevant flag pole in such a position that the lowest part of the flag is not less than 2.4 metres above ground level.
Reason: In the interests of highway safety and having due regard to policy

DM21 of the Havant Borough Publication Local Plan (Allocations).

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

Location plan

1637/01 Site layout plan

1637/02 Proposed elevation

Illustrative flag 1

Illustrative flag 2

Illustrative flag 3i

Illustrative flag 3ii

Illustrative flag 3iii

Reason: - To ensure provision of a satisfactory development.