
Site Address:	Berewood Phase 2 Development Site, London Road, Purbrook, Waterlooville		
Proposal:	Display of 1No. non-illuminated freestanding sign.		
Application No:	APP/14/00709	Expiry Date:	02/09/2014
Applicant:	Redrow Homes Southern Counties	Team:	Team 1
Agent:	Tetlow King Ltd	Case Officer:	Sally Smith
Ward:	Stakes		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site is the Redrow development site of the MDA. The proposed site for the sign is on the south side of Milk Lane to the frontage of plot 245.

2 Planning History

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

3 Proposal

The proposal is for a totem sign to advertise the development of the houses; the sign being 3.2m x 3m x 140mm with a max height of 4.62m. It is not illuminated.

4 Policy Considerations

National Policies
NPPF 12

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

Havant Borough Local Plan (Allocations) Adopted Version July 2014
DM21 Shopfronts, Signs, Security shutters and Advertisements

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - no objection
Winchester City Council - 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: 10

Number of site notices: 1.

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 The Development engineer has no objection. The sign is set in from the London Road on the south side of Milk Lane and will not be a distraction to drivers.

(ii) Effect on amenity

7.3 The sign is of a reasonable size and provides suitable information for the sale of the houses. It is not proposed to be illuminated. It is therefore considered that it will not be detrimental to amenity.

8 Conclusion

8.1 The sign is considered acceptable.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00709 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 advertisement hereby permitted shall be removed from the site by 1st November 2016 or 14 days after the sale of the last property the subject of Planning Permission APP/14/00032, whichever is the sooner.

Reason: In the interest of the amenities of the area 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:

Application form

A4 Advertisement detail - Plan 1

Graphic Board Location REDR130524 GBL01

Reason: - To ensure provision of a satisfactory development.