

## Planning Officer's Report - LDCA March 2020

<b>APPLICATION</b>	<b>2020/03</b> – Installation of Two Signs
<b>PERMISSION SOUGHT</b>	Permission in Full
<b>REGISTERED</b>	15 January 2020
<b>APPLICANT</b>	St Helena National Trust
<b>PARCEL</b>	LWN0455
<b>LOCALITY</b>	Millennium Forest, Nr Horse Point
<b>LAND OWNER</b>	Crown
<b>ZONE</b>	Coastal
<b>CONSERVATION AREA</b>	NCA
<b>PUBLICITY</b>	The application was advertised as follows: <ul style="list-style-type: none"><li>▪ Independent Newspaper on 17 January 2020</li><li>▪ A site notice displayed in accordance with Regulations.</li></ul>
<b>EXPIRY</b>	31 January 2020
<b>REPRESENTATIONS</b>	None Received
<b>DECISION ROUTE</b>	<del>Delegated</del> / LDCA / EXCO

### A. CONSULTATION FEEDBACK

a) Water Division	No Response
b) Sewage Division	No Response
c) Energy Division	No Objection
d) St Helena Fire & Rescue	No Response
e) St Helena Roads Section	No Objection
f) Heritage	No Response
g) Environmental Management	No Response
h) Public Health	No Response

*Report Author: P Scipio*  
*Authorised by: I Mohammed (CPO)*  
*Report Date: 4 March 2020*  
*Application 2020/04*

i) Agriculture & Natural Resources	No Response
j) Property Division (Crown Est)	No Response
k) St Helena Police Service	Not Consulted
l) Aerodrome Safe Guarding	No Objection
m) Enterprise St Helena (ESH)	No Objection
n) National Trust	The Applicant
o) Sure South Atlantic Ltd	No Objection

**B. DEVELOPMENT DETAILS SUMMARY**

The application is for two signs to be installed, one at the main entrance to the millennium forest car park and the other for along the Haul Road facing in the direction of the airport. Both signs reading: “Welcome to Millennium Forest”

**C. PLANNING OFFICER’S APPRAISAL**

**Location:** The signs are to be located, one at the main entrance to the millennium forest car park and the other for along the Haul Road facing in the direction of the airport. Both sign positions fall within **Coastal Zone**.

**Diagram 1: Location Plan**

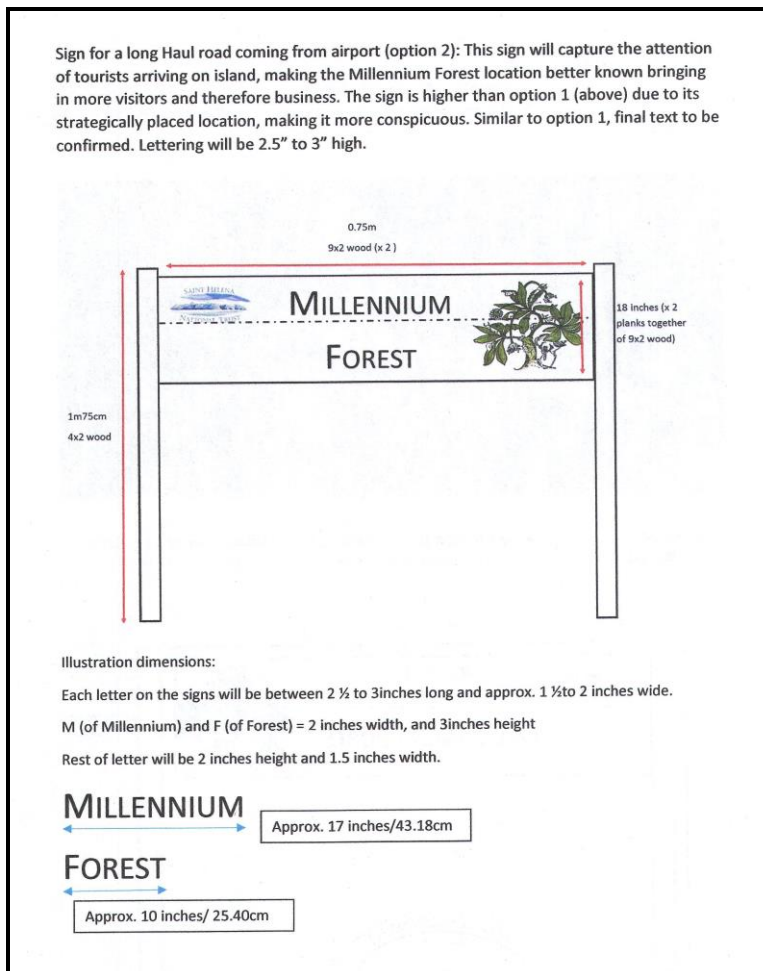


**Proposed:** The proposed signs are constructed from treated pine, consisting of 2 x (100x50mm) uprights and a sign board measuring 1000x450mm.

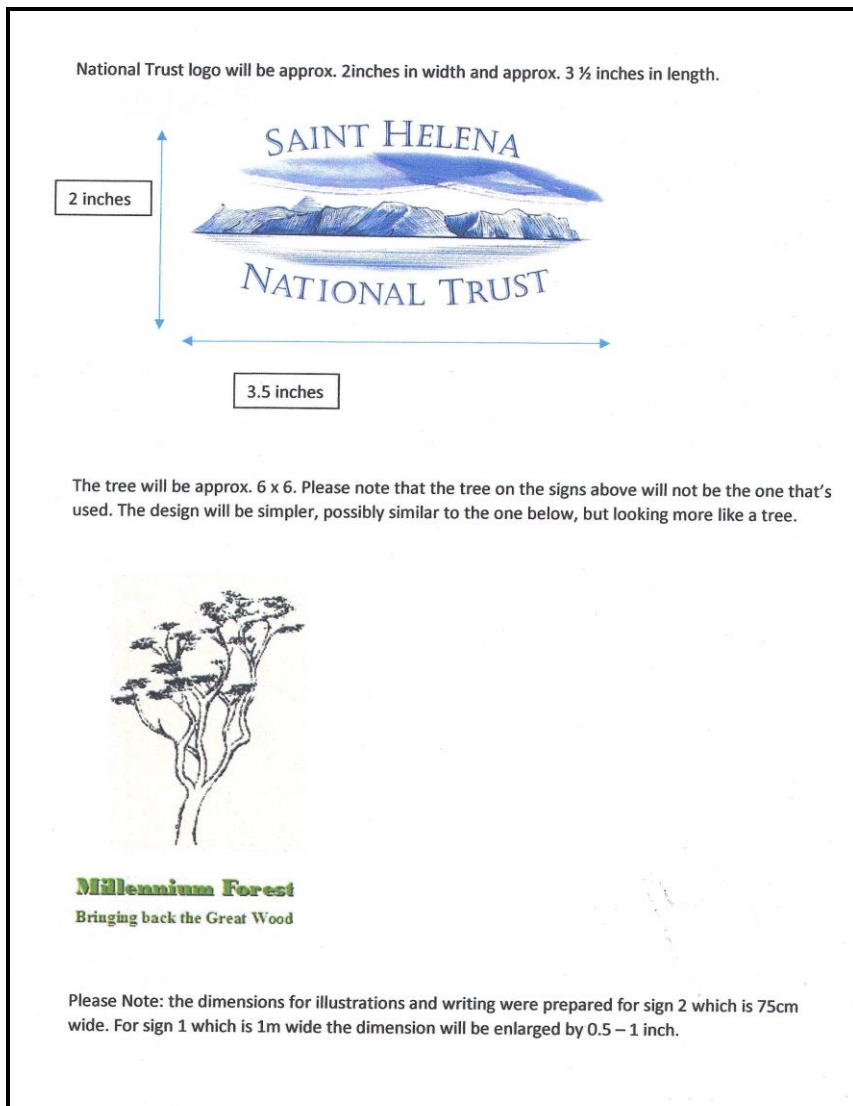
**Diagram 2: Option 1 Sign Design & Details for car park entrance**



**Diagram 3: Option 2 Sign Design & Details for along the haul road**



#### **Diagram 4: Details of Signage Logo's**



#### **REPRESENTATIONS**

No representations were received from any statutory body or members of the public, including immediate neighbours.

#### **LEGAL AND POLICY FRAMEWORK**

The relevant policies of the Land Development Control Plan 2012 – 2022 Appendix 8: Advertisement Policy that are applicable in the assessment of the proposed development are set out below:

#### **Policy B**

9) **Avoid more Advertisements than are Necessary**

10) **Avoid Advertisements than are Larger or More Prominent than Necessary**

11) **Avoid Advertisements that do not Respect the Architecture of Buildings to which they relate**

12) **Control Advertisements that are Remote from Buildings**

#### **OFFICER'S ASSESSMENT**

The signs meet the Land Development Control Plan 2012 – 2022 Appendix 8: Advertisement Policy – 10 (c) **A Free Standing Advertisement** or one attached to a fence, gate, railings or boundary wall under 9(c) above shall not be wider than 1.0m and not taller than 750mm and not contain lettering or images taller than 150mm. In the case of a free-standing advertisement, that advertisement may be double-sided or may comprise two boards joined together in a vee and may be carried on legs or a post so that its overall height is not more than 750mm above ground level except where, in the particular circumstances, it needs to be higher in order to be readily visible from normal viewing positions.