REF. NO.A/11/70154

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1no. Non-illuminated fascia sign Genix Healthcare 40 Chamberlayne Road Eastleigh SO50 5JH

SITE VISIT DATE 15/02/12 **and 01/05/12 following error in issuing decision notice and description**

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	3.5m wide x 0.55m high **illuminated** fascia sign on northern elevation which fronts Factory Road.
SITE AREA	1554.20 sq metres
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	flat site
TREES	none affected by this application
BOUNDARY TREATMENT	open boundaries
SITE CHARACTERISTICS	two-storey commercial building with parking court to the rear.
CHARACTER OF LOCALITY	primarily residential area near to Eastleigh Town Centre.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/11/68510	Change of use from B1a offices to D1 dental clinic	25/03/2011 Permit
A/11/68783	Display of 3 no. non illuminated fascia sign	06/05/11 Advert Consent

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	no comments received
OTHER	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
	no consultees

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

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POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Established Residential Area

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011): 67.BE

PLANNING POLICY GUIDANCE / STATEMENT

PPG19 - Outdoor Advertisement Control

POLICY COMMENTARY

The above policies combine to form the criteria against which this application will be assessed with particular regard to size, design, character and public safety.

COMMENT ON CONSULTATION RESPONSES

n/a

COMMENT ON REPRESENTATIONS RECEIVED

n/a

PLANNING OBLIGATION/CONSIDERATIONS

n/a

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:-

"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

(a) **In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;**

(a) **In the case of public safety:**
(i) **The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;**
(i) **Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.**

In determining an application for consent for the display of advertisements, or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

occur within the period for which the consent is required or granted."

The proposed signage is of an appropriate size and design for this location. Although the area is predominately residential, commercial properties are apparent within the locality where associated signage alike would not be considered inappropriate. The signage is **illuminated** and so does not impact on the amenity of nearby residents due to the appropriate siting of the sign and appropriate level of luminance which would not affect public safety. The building is considered to comfortably accommodate this level of signage and mirrors the existing signage on the western and southern elevations in terms of design and size, albeit being of a different background colour and being illuminated. As such in terms of visual amenity I do not consider that will be an adverse impact on the visual amenities of the area. However in the interests of amenity and protection of the local residential area, a luminance condition will be imposed (600cd/m) and the hours of use limited to surgery hours only. It was considered that the residential locality of the signage necessitates and reasonably justifies the imposition of these conditions.

The proposal is therefore considered to comply with saved policy 67.BE.

OTHER MATERIAL CONSIDERATIONS

It is considered that there are no other material considerations to warrant a decision otherwise than in accordance with the Development Plan and/or legislative background.

CONCLUSIONS

Recommend advert consent