REF. NO.A/11/70164

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Replacement externally illuminated double sided sign (Amended Description) Halfway Inn 114 Winchester Road Chandler's Ford Eastleigh SO53 2GJ

SITE VISIT DATE 24/01/11

ARE PLANS ACCURATE? Yes – Amended plans received 03/02/12

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Flat
TREES	None
BOUNDARY TREATMENT	Low retaining wall
SITE CHARACTERISTICS	Commercial corner property, side parking area and bin storage area
CHARACTER OF LOCALITY	This section of Winchester Road constitutes the main centre of Chandler's Ford with the Mall to the north-east and Fryern Arcade to the north and Coop and banks to the north-west.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
Z/12275/009/00	EXTENDED STORAGE, BOTTLE STORE AND BIN STORE - DEMOLITION OF EXISTING GARAGES - RESURFACING OF CAR PARK - AND EXTENSION OF CAR PARK ONTO LAND ADJOINING 112 WINCHESTER ROAD	PER 2000

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	None
OTHER	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation	The dimensions shown for height of sign above ground shown on elevation do

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
and Engineering	not tie up with the proposed height in photo simulation. The elevations show the sign much lower, where it would be obscured by the recycling bin--whereas the photos show it at a height where the full sign can be seen. Amended drawing needed, otherwise no objection

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Chandler's Ford Primary shopping area

DEVELOPMENT PLAN POLICIES

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

PLANNING POLICY GUIDANCE / STATEMENT

PPG 19 - Outdoor Advertisement Control

POLICY COMMENTARY

The above policies combine to form the criteria against which this application will be assessed with particular regard to visual amenity and highway safety

COMMENT ON CONSULTATION RESPONSES

To be discussed below

COMMENT ON REPRESENTATIONS RECEIVED

None

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;**

(b) **In the case of public safety:**
(i) **The safety of any person who may use any road, railway, waterway, dock,**

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

harbour or aerodrome;

(ii) **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 occur within the period for which the consent is required or granted."

Visual Amenity

In terms of visual amenity, the proposed sign will measure 3.0m in height x 1.0m wide. The actual sign element will utilising the existing monopole sign which is of a traditional design being of timber construction and framing a hanging, externally lit sign, which thereby represents a high quality and visually sympathetic sign. Amended plans have been received to incorporate the new signage within the existing monopole frame, which respects the traditional appearance of the existing building by way of its appropriate design and materials and colour, width and height.

Public Safety

In terms of highway and public safety, the amended plans overcome the concerns highlighted by the Head of Transportation and Engineering, therefore there are no issues to and of public safety.

Therefore the proposed sign following receipt of the amended plans is considered to be appropriate to its immediate surroundings in terms of design, size, materials and colour, and meets the criteria of 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 Advertisement Consent