REF. NO.A/11/69139

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1No. Internally illuminated fascia sign and 1No. Internally illuminated free standing sign (4.88M High). Former Eastleigh Ambulance Station, Steele Close, Chandler's Ford, Eastleigh, SO53 3AA.

SITE VISIT DATE – 24/06/2011

ARE PLANS ACCURATE? - Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? - Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The ambulance station has been vacant for a number of months.
SITE AREA	Approx 1370 sqm.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	The site itself is flat and level although the land to the north does rise up away from the nearby watercourse.
TREES	There is a bank of trees between the site and the adjacent Oakmount Road to the east but none will be affected by the proposal.
BOUNDARY TREATMENT	Other then the trees to the east and a boundary fence to the north, the site is quite open onto Steele Close.
SITE CHARACTERISTICS	Former ambulance station which closed a number of months ago and consists of a vehicle garage for 4-5 cars/vans/ambulances with attached offices to the side and a forecourt parking area to the front.
CHARACTER OF LOCALITY	The surrounding area is quite mixed with a fire station next door and residential dwellings to the north and west, together with the M3 motorway to the east and a large car dealers and showroom beyond this.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/11/68943	Change of use from Ambulance station (sui generis) to car rental (sui generis).	Approved Jun 2011
3796/1	Extension to car park.	Approved 1977
3796	Ambulance station.	Approved 1952

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REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received.	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation and Engineering	No objection. Luminance condition recommended

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

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 the principle of development and the impact of that proposed on the visual amenity of the area and on highway safety.

COMMENT ON CONSULTATION RESPONSES

Noted.

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

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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, 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."

The proposal is considered to comply with relevant Development Plan policies.

In this case policy issues for consideration include:

Principle – The application site lies within the urban edge where the basic principle of development is acceptable, with any formal approval being based upon the exact nature, design and impact of that proposed being considered appropriate and to accord with the relevant local plan policies. Of particular relevance is saved Policy 67.BE which allows advertisements provided they are acceptable for the area where they are to be displayed, whether illuminated or non-illuminated, and where they do not create a risk for public safety.

Visual Amenity – In terms of visual amenity, there are no particular concerns. The fascia sign and freestanding sign are considered to be acceptable in terms of their size and scale, as well as their appearance and will have no adverse impact upon the general character of the area.

Highway Safety – In terms of highway safety, no light source will be directly visible from the road and a condition restricting the luminance level of the signs is recommended.

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

For the reasons given above, the application is recommended for approval subject to conditions.