REF. NO.A/13/72346

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1No non-illuminated fascia sign and 2No. Non-illuminated free standiing signs. Winchester House, School Lane, Chandler's Ford, Eastleigh, SO53 4DG.

SITE VISIT DATE – 26/04/2013

ARE PLANS ACCURATE? - Yes

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 and level.
TREES	None affected.
BOUNDARY TREATMENT	Open onto School Lane at the front with secure fencing to the side and rear boundaries.
SITE CHARACTERISTICS	Fairly new/refurbished industrial unit with office accommodation, staff parking to the front and service yard to the rear.
CHARACTER OF LOCALITY	The surrounding area is industrial in nature and made up of units of varying sizes and with a range of industrial employment uses.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/12/70584	Re-cladding of front elevation and addition of 4No. windows following removal of shutter roller and 2No. windows.	Approved May 2012

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received.	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Chandler's Ford Parish Council	No objection.

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POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established Industrial Area

DEVELOPMENT PLAN SAVED POLICIES EMERGING LOCAL PLAN POLICIES AND SPD'S

Eastleigh Borough Local Plan Review (2001-2011): 67.BE
Pre submission Eastleigh Borough Local Plan 2011-2029: n/a

NATIONAL PLANNING POLICY GUIDANCE

Paragraph 67 of the National Planning Policy Framework states that "Poorly placed advertisements can have a negative impact on the appearance of the built environment." It also states that "Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

POLICY COMMENTARY

The above policies and guidance combine to form the criteria against which this application will be assessed with particular regard to the principle of that proposed, its layout and design, impact upon the visual amenity of the area and public 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 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**

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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."

Principle – The application site is within the urban edge and within an established industrial area where the principle of placing advertisements on buildings is considered acceptable, provided they meet the requirements of saved Policy 67.BE of the adopted local plan which ensures that the design, appearance, size and siting of the advert is appropriate for the area in which it is located and does not have any adverse impact on public safety.

Layout & Design – The fascia sign is to be placed on the front elevation of the building and will be of a simple design. In terms of its size, it is considered to be appropriate when compared to the scale of the front elevation of the building. The two freestanding signs are to be placed along the School Lane frontage, one in each corner of the site next to the two vehicular accesses. Again these are of a simple design and will be an appropriate size.

Amenity – In terms of amenity the proposed signage raises no concerns and is considered to meet the first requirement of saved Policy 67.BE in that they will not have any adverse impact upon the visual amenity of the surrounding area.

Public Safety – The proposed signs are also considered to meet the second requirement of 67.BE in that they will not have any impact upon public or highway safety.

OTHER MATERIAL CONSIDERATIONS

Also of relevance is the pre-submission Eastleigh Borough Local Plan 2011-2029. While not yet adopted it does carry weight by virtue of being intended as the current local plan's replacement. With regards to this application, the new policies essentially echo those of the current plan and are not considered to affect the recommendation put forward.

CONCLUSIONS

For the reasons given above the application is recommend for approval subject to the standard conditions.