REF. NO.A/12/71466

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Erection of 1no. Non-illuminated 5m high freestanding flag pole advertisment Eastleigh Baptist ChurchWells Place Eastleigh SO50 5LJ

SITE VISIT DATE 16/10/12

ARE PLANS ACCURATE? Y

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Y

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above
SITE AREA	998.8 sq metres
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	Flat site
TREES	None affected by this application
BOUNDARY TREATMENT	Approx.1.0m railings
SITE CHARACTERISTICS	Large brick built ecclesiastical building in corner plot.
CHARACTER OF LOCALITY	Edge of town centre location, primarily residential to the north, south and west. Commercial to the east.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/05/55352	Elevational alterations to provide new disabled access and replacement of existing doors	08/12/2005 PER

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	No comments
OTHER	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
ENG	No objection. Location does not affect visibility and is off the highway.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

REF. NO.A/12/71466

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011) 67.BE
Pre submission Eastleigh Borough Local Plan 2011-2029 DM1, DM23

NATIONAL PLANNING POLICY GUIDANCE

National Planning Policy Framework

POLICY COMMENTARY

The above policies combine to form the criteria against which this application will be assessed with particular regard to highway safety, residential amenity and impact on character and street scene.

COMMENT ON CONSULTATION RESPONSES

See below

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 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."

This application is for the erection of a single proposed banner pole. It will not have an impact on road safety as it is set back from the highway and non-illuminated. Similarly, it will not have an impact on residential amenity as it is located away from residential property, but is in any

REF. NO.A/12/71466

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

case, fairly discreet.

In terms of street character, the banner pole is to be located on the side of the building closest to the town centre, where there are a number of signs/lampposts with a vertical emphasis to which this banner pole would fit comfortably. The height and detailing on the church also contributes to this type of signage being acceptable in the street scene. Ideally the proposed banner pole would be finished in black, which would be more in keeping with the street furniture along Factory Road, however there are examples of street furniture in different finishes, and given the additional cost this would entail for the church, the choice of a white pole is acceptable.

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 granting advertisement consent.