REF. NO.A/11/70077

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Retention of 1no. Non illuminated fascia sign (amended description) 32 St Johns Road Hedge End Southampton SO30 4AG

SITE VISIT DATE 25.5.2012

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application is retrospective and is for the retention of a non illuminated fascia sign. The sign will span the width of the building, being 10.34m long, 70cm high and located 2.56m above the ground level. The sign will comprise a deep red background with gold lettering of a maximum of 20cm in height.
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	St Johns Road slopes down gently from south west to north east and the site levels correspond with this.
TREES	n/a
BOUNDARY TREATMENT	No front boundary treatment. A hedge of up to 3.5m in height forms the mutual side boundary to no. 34 St. Johns Road to the front of the premises. A fence of approximately 1.5m in height forms the mutual side boundary to no. 30 St. Johns Road.
SITE CHARACTERISTICS	The site comprises a detached dwelling rendered white with hard standing to the front laid out for parking and pedestrian access.
CHARACTER OF LOCALITY	The character of the area is mixed with principally residential and a community centre and village hall opposite the site and police station slightly further down the road.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/10/67869	Two storey and single storey rear extension and conversion of building to provide 4no. 1 bed flats with communal amenity space, car parking, cycle/bin storage and use of ground floor as Funeral Directors (A1).	Permit 12/01/2011

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RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
St Johns Rooms Little Acorns, St Johns Road		
A/09/64787	Display of 2no. non illuminated free standing signs	Refused 05/06/2009 Appeal dismissed 4/01/2010

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	None received
OTHER	None received

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Hedge End Town Council	No objection

POLICY CONTEXT

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

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011)

NATIONAL PLANNING POLICY GUIDANCE

National Planning Policy Framework:
Paragraph 67 states:
'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment…. 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 combine to form the criteria against which this application will be assessed with particular regard to visual amenity and highway/public safety.

COMMENT ON CONSULTATION RESPONSES

N/a

COMMENT ON REPRESENTATIONS RECEIVED

n/a

PLANNING OBLIGATION/CONSIDERATIONS

n/a

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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."

Policy 67.BE of the adopted Local Plan sets out criteria which much be met in order for advertisements to be considered acceptable. The main criteria states that advertisements should "not detract from the character of the locality and is appropriate to its surroundings in terms of design, size, materials, colour, positioning and the extent of existing signage."

The proposed sign, already in place, is large, spanning the width of the building and is clearly visible as viewed from St Johns Road both opposite the application site and from a distance above the side boundary fence. The sign is located on a property that has all the appearance of a residential dwelling rather than a commercial premises. The principal use in the locality is residential and properties either side of the application premises are residential. Whilst there are other non residential uses in the locality such as the community centre and village hall opposite, the signage relating to these premises are discreet and notably smaller than that currently proposed. The proposed signage, noting its size, position, colour, prominence in the street scene and residential nature of the locality would appear out of keeping with the character of the area and intrusive in the street scene and would be materially detrimental to the visual amenity of the area. The application is therefore considered to be contrary to policy 67.BE of the Local Plan.

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

The recommendation is to refuse.

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