REF. NO.A/12/71298

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1No. internally illuminated fascia sign and 1No. internally illuminated projecting sign. 1A Market Street, Eastleigh, SO50 5RJ.

SITE VISIT DATE – 13/09/2012

ARE PLANS ACCURATE? - Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? - Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above to replace existing fascia and projecting signs.
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	n/a
TREES	n/a
BOUNDARY TREATMENT	Open onto street at front.
SITE CHARACTERISTICS	Retail unit on main shopping street within Eastleigh town centre.
CHARACTER OF LOCALITY	Main shopping street within the town centre.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	Various advertisement consents and retail related planning applications.	

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received.	

CONSULTATION RESPONSES

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

POLICY CONTEXT

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

REF. NO.A/12/71298

DEVELOPMENT PLAN POLICIES

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

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 the principle of that proposed, its impact on the amenity of the area and upon public/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 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.

REF. NO.A/12/71298

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

In this case policy issues for consideration include:

Principle – The application site lies within the urban edge where the basic principle of development is considered to be acceptable, with any formal planning approval being based upon the exact nature, design and impact of that proposed being considered appropriate and in accordance with the relevant local plan policies and supplementary guidance. The most relevant policy in this instance is saved Policy 67.BE of the local plan, which allows advertisements provided they are appropriate for the locality and do not pose a risk to public safety.

Amenity – The proposed signs are almost identical to the existing fascia and projecting signs, the positioning of the wording being the only difference, with colour and typeface being identical. This being the case, it is not felt that there will be any real additional or adverse impact upon the general character or visual amenity of the area.

Public/Highway Safety – The new signage being almost identical to that which it is to replace, it is not felt that there will be any issues in terms of public or highway safety. However, the usual condition with regards to the luminance of the signage 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.