REF. NO.A/11/68967

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1No. Internally illuminated wall mounted advertising unit Sainsbury's SupermarketLeigh Road Eastleigh SO50 9FH

SITE VISIT DATE 1.6.11

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Display of 1No. Internally illuminated wall mounted advertising unit measuring 1.3m(w) by 2m(h) by 14cm(deep
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Flat, level site.
TREES	None affected by this application.
BOUNDARY TREATMENT	Open boundary onto Eastleigh bus station.
SITE CHARACTERISTICS	Large commercial/retail building with a frontage onto Eastleigh Bus Station and within the primary shopping zone of Eastleigh Town centre.
CHARACTER OF LOCALITY	Within the Eastleigh Town Centre with other similar commercial/retail uses.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
Z/24076/001 - 0015	Various applications for signage, shutters, cash machines, and antenna	1980-1999

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	No representations received.
OTHER	No representations received.

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
None	

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Eastleigh Town Centre

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POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Special Policy Area

DEVELOPMENT PLAN POLICIES

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

PLANNING POLICY GUIDANCE / STATEMENT

PPG 19 - Outdoor Advertisement Control
PPS 1 - Delivering Sustainable Development

POLICY COMMENTARY

The above policies combine to form the criteria against which this application will be assessed with particular regard to the impact of the proposed signage on the visual amenity and character of the area, as well as issues of highway safety.

COMMENT ON CONSULTATION RESPONSES

No consultation undertaken.

COMMENT ON REPRESENTATIONS RECEIVED

No representations received.

PLANNING OBLIGATION/CONSIDERATIONS

Planning Obligations not required as a result of this application.

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

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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 lies within the urban edge and within Eastleigh Town Centre where there are a large range of the advertisements, both illuminated and non illuminated and the principal of displaying adverts of various scales and formed is acceptable, with any formal approval being dependant on the details and impacts of the proposal being considered acceptable.

Character – The proposed sign is considered to be acceptable and not out of character with the surrounding area where there are various forms of low key signage and advertisement associated with various commercial units and products.

Amenity – The proposed sign will be internally illuminated and the proposed illumination levels are not overly bright. A condition is however recommended to restrict luminance to 600 cd/m. A condition was considered to restrict the illumination times of the sign however was not deemed necessary due to the location of the sign under the bus shelter, which is dimly lit in the evenings and was not considered to adversely affect the visual amenities or cause any harm to public or highway safety if illuminated throughout the night.

Highway Safety – Due to the location of the sign on the side of the building, it will not be directly visable from the highway and being wall hung does not cause any pedestrian safety issues.

The proposals are considered to accord with Eastleigh Borough Local Plan Review 2001-2011, saved Policy 67.BE

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

In view of the above this application is recommended for approval.