REF. NO.A/14/74875

ADVERTISEMENTS REPORT

DESCRIPTION/	-	3 no illuminated fascia signs, 3no window decals, panel decals on existing bus shelter, 1no free standing banner sign, 20no freestanding non illuminated miscellaneous signs and alterations and 11no existing non illuminated signs
ADDRESS		Asda Eastleigh Supercentre, Bournemouth Road, Chandler's Ford, Eastleigh, SO53 3YJ

SITE VISIT DATE

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application is proposing replacement and new signage in and around the supermarket
SITE AREA	NA
TREES	None will be affected
BOUNDARY TREATMENT	NA
SITE CHARACTERISTICS	The site contains Asda supermarket, associated parking and petrol filling station

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/12081/060/00	Display of 2no. internally illuminated free standing gantry signs	Granted 21/08/2001
A/12081/051/00	Display of 2no internally illuminated fascia signs	Granted 13/7/1998
A/10/66636	Display of 4No.free standing non illuminated banner signs	Granted 24/3/2010
A/05/55599	Display of 4No. Non-illuminated free standing signs and 2No. Externally illuminated free standing signs	Granted 04/01/2006
A/06/56130	2 internally illuminated store letter fascia signs 1 non illuminated fascia sign 1 illuminated disc sign 2 internally illuminated totem pole signs (5 metres in height)	Granted 29/3/2006

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	and various non-illuminated signs	
A/06/57728	Display of temporary non-illuminated fascia signs	Granted 13/10/2006
A/06/58622	Display of 1No. Externally illuminated wall mounted sign	Granted 09/01/2007
A/12081/045/00	Display of one double sided and four single sided free standing illuminated signs	Granted 18/07/1996
A/12081/039/00	Display of illuminated signs	Granted 16/02/1990
A/12081/019/00	Illuminated sign 3.6m x 3.6m affixed to front wall 5.4m from ground	Granted 24/04/1980

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Highways	No objection, luminance should not exceed 600 cd/m2.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established Residential Area Special Protection Area-recreational disturbance zone

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

Eastleigh Borough Local Plan Review (2001-2011) saved policies 59.BE & 67.BE
Revised Pre-Submission Eastleigh Borough Local Plan (February 2014) Policy DM1

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 and guidance combine to form the criteria against which this application

POLICY COMMENTARY

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

These will be addressed in the report.

COMMENT ON REPRESENTATIONS RECEIVED

NA

PLANNING OBLIGATION/CONSIDERATIONS

NA

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 proposed signage would replace the existing signage and as well the addition of extra signage around the site. The three fascia signs will be illuminated and in terms of highway safety, it is not considered that there would any adverse impact as they would be set back considerably back from the highway, a condition requiring luminance not to exceed 600 cd/m2 and no light source should be visible from the highway.

It is considered that there would be no adverse impact to the character and appearance

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

of the surrounding area, as the signage would not be significantly different to the signs that are in existence within the immediate surrounding area.

OTHER MATERIAL CONSIDERATIONS

Also of relevance is the Revised 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

It is considered that 3 no illuminated fascia signs, 3no window decals, panel decals on existing bus shelter, 1no free standing banner sign, 20no freestanding non illuminated miscellaneous signs and alterations and 11no existing non illuminated signs, would not have adverse impact to highway safety and are in keeping with the character and appearance of the surrounding area in accordance with saved policies 59.BE & 67.BE Eastleigh Borough Local Plan Review (2001-2011) policy DM1 Revised Pre-Submission Eastleigh Borough Local Plan (February 2014).