REF. NO.A/11/69906

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1 No. internally illuminated totem sign, 2No. Non-illuminated totem signs, 2No. Internally illuminated fascia sign and 1No. Non-illuminated welcome sign Hendy Group M3 Trade ParkManor Way Eastleigh SO50 9PT

SITE VISIT DATE	30.11.11
ARE PLANS ACCURATE?	Yes
HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED?	Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Display of 1 No. internally illuminated totem sign measuring 6m(h) by 1.7m(w) by 0.3m(d), 2No. Non-illuminated totem signs measuring 2m(h) by 0.6m(w) by 0.1(d) , 2No. Internally illuminated fascia signs measuring a total of 4.5m(w) and 1No. small Non-illuminated welcome/service sign.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Flat, level site
TREES	No trees within the site will be effected by the proposal. A highway tree falls within close proximity to the proposed totem pole.
BOUNDARY TREATMENT	Open frontage
SITE CHARACTERISTICS	Car showroom with car servicing and m.o.t uses, car sales pavilion, external display area, and various free standing and facial signs of various designs and sizes.
CHARACTER OF LOCALITY	Employment area set below the M3 motorway. Adjacent is a Fire Brigade HQ and adjacent is a hotel and disused court building.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/05/54694	Car showroom with car servicing and m.o.t uses; car sales pavilion and external display area; 12 units within 3 buildings for use classes B1/B2/B8 (including trade counter use); alterations to access; layout of access roads;and landscaping following demo	Permit – Oct 2005
A/06/58086	11.1 metre totem pole, 4no. 6 metre totem poles fronting Leigh Road. 3no. 7 metre flagpoles, 3no. 3 metre totem poles, 1no. 4 metre totem pole and 1no. 6 metre totem	Consent to Advert – December 2006

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RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	pole on site	
A/10/67019	Replacement of non-illuminated sign with new internally illuminated sign (on existing structure) and 8No. Non fixed car base flag pole displays to forecourt area	Consent to Advert – May 2010

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	None
OTHER	None

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Transportation and Engineering	No objection. The signs do not interfere with visibility or cycle/pedestrian movement. Luminance however should be checked. Condition GN11: Luminance should not exceed 600 Cd/m2 and no light source should be visible from the highway. No highway objection however the large totem pole comes close to the root area of adjacent highway trees and recommend Tree officer consulted.
Countryside and Trees	There are no Arboricultural objections.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Existing Employment Site

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

Condition GN11 with regard to lighting levels will be used, as requested.

COMMENT ON REPRESENTATIONS RECEIVED

None

PLANNING OBLIGATION/CONSIDERATIONS

Planning Obligations are 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 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 where the basic principle of development is acceptable, with any formal approval being based upon the exact nature, design and impact of that proposed being considered appropriate and to accord with the relevant local plan policies. Of particular relevance is saved Policy 67.BE which allows advertisements provided they are acceptable for the area where they are to be displayed, whether illuminated or non-illuminated, and where they do not create a risk for public safety.

The majority of the proposed signs replace existing signage. They are of the same size but with an alternative branding design. The exception is Sign 'F' which will go over the door on the north western elevation of the front projection.

Character – This is a commercial/retail/business area with a large range of the advertisements, both illuminated and non-illuminated, large and small. The proposals follow the "theme" of the area with fascia and free standing, totem style advertising. The proposed signage is considered to be acceptable and not out of character with the surrounding area.

Amenity/Highway Safety – The proposed signs do not interfere with visibility or cycle/pedestrian movement. The lit signs luminance levels are not overly bright and will not therefore adversely

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

affect the visual amenities or cause any harm to public or highway safety. A condition is however recommended to restrict luminance to a maximum of 600cd/m.

Highway Trees – The proposed signage replaces existing and There are no Arboricultural objections therefore the proposal is unlikely to have any detrimental impact on highway trees.

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 proposals are considered to accord with Eastleigh Borough Local Plan Review 2001-2011, saved Policy 67.BE and is therefore recommended for consent subject to conditions.