**REF. NO.A/12/71815**

## ADVERTISEMENTS REPORT

| | | |
|---|---|---|
| DESCRIPTION/ ADDRESS | - | Display of 1no. externally illuminated double sided freestanding pub sign Cricketers Arms232 Chestnut Avenue Eastleigh SO53 3HN |

SITE VISIT DATE 14/12/2012

ARE PLANS ACCURATE? Yes, amended plans received 31/01/2013

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

**THE SITE AND ITS SURROUNDINGS**

| | |
|---|---|
| DESCRIPTION OF APPLICATION | As above, replacing the existing double sided pub sign. |
| SITE AREA | 4982.5 sq metres |
| TOPOGRAPHY | Generally flat site |
| TREES | None affected by this application |
| BOUNDARY TREATMENT | Frontage is part open parking area, part sitting area with retaining wall and picket fence. Other boundaries defined by tree planting. |
| SITE CHARACTERISTICS | Locally listed two storey public house, with outbuildings, parking area and pub garden to the rear, and parking spaces and raised seating area on frontage. Set back from busy Chestnut Avenue, on private access road for pub and a number of dwellings. |
| CHARACTER OF LOCALITY | Mix of residential properties along busy main road, with public open space directly opposite pub. |

**RELEVANT PLANNING HISTORY**

| REFERENCE | DESCRIPTION | DECISION |
|---|---|---|
| Z/05172/001/00 | ground floor extension and additional car parking | 21/02/1983 PERMIT |
| A/05172/002/00 | two non-illuminated pole signs | 21/03/1983 RAC |
| Z/05172/003/00 | landscaping, garden etc., and lighting of front elevation | 21/06/1983 per |
| Z/05172/004/00 | extension to car park | 15/10/1984 per |
| A/05172/004/00 | DISPLAY OF SIGNS | 02/10/1987 CAD |
| Z/05172/005/00 | EXTENSION TO CAR PARK FOLLOWING DEMOLITION TO OUTBUILDING | 23/12/1987 Ref |
| Z/05172/006/00 | SINGLE STOREY REAR EXTENSION TO PROVIDE TOILETS | 23/01/1988 Per |
| A/05172/008/00 | DISPLAY OF EXTERNALLY ILLUMINATED FASCIA, WALL MOUNTED AND PROJECTING SIGNS ON FRONT | 23/03/2001 CAD |

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**RELEVANT PLANNING HISTORY**

| REFERENCE | DESCRIPTION | DECISION |
|---|---|---|
| | ELEVATION | |
| Z/05172/007/00 | SINGLE STOREY REAR EXTENSION | 03/01/1989 Per |
| F/05/54510 | Single storey side extension and decking to front | 05/09/2005 Per |
| F/06/56898 | Decking area to rear | 20/06/2006 Per |
| F/06/58301 | Pitched roof to existing patio with flat lead roof to entrance area and two sides | 22/11/2006 Per |
| F/06/58856 | Installation of extraction system | 25/01/2007 Per |

**REPRESENTATIONS RECEIVED**

| SOURCE | SUMMARY OF CONTENT |
|---|---|
| LOCAL GROUP | No comments received |
| OTHER | |

**CONSULTATION RESPONSES**

| CONSULTEE | SUMMARY OF RESPONSE |
|---|---|
| Conservation Officer | Comments: This building is listed as of Special Local Architectural and Historic Interest and next to a row of statutory listed dwellings. While the building is pleasant, having a comforting, welcoming, traditional feel, it is not of high enough merit or uniqueness to warrant statutory listing. This feeling is enhanced by the choice of external trimmings - traditional lights, picket fence and pub sign (the painting of which is a dying art in itself). This image portrays the feeling and character within the pub itself. The proposed signage would look all very well and quite in place on a business park but belies the interior character and would not help attract me into this building while representing the loss of even more heritage, particularly with the rapidly shrinking public house estate. One can understand the owners wishing to 'push the brand', promote food and the opening hours but this proposal would be a significant diminution of one of our heritage assets and next to a row of listed dwellings would be an erosion of this pleasant corner of the borough. A more sensitive rethink is required. 17.12.12. |
| Engineers | No objection subject to luminance.<br>Condition GN11: Luminance should not exceed 600 Cd/m2 and no light source should be visible from the highway. Reason: In the interests of highway safety/amenity.<br><br>No highway objection.<br>The sign looks close to the overhead cable , the relevant utility company should be consulted by applicant about proposed proximity to cable. |

**POLICY CONTEXT**

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| DESIGNATION APPLICABLE TO SITE |
|---|
| Within Built-up Area Boundary<br>Within Established Residential Area<br>Local Listed Building |

**DEVELOPMENT PLAN POLICIES**

Eastleigh Borough Local Plan Review (2001-2011) 59.BE, 67.BE, 175.LB
Pre submission Eastleigh Borough Local Plan 2011-2029 DM1, DM10, DM23

**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 impact on the locally listed building, the character of the area and highway safety.

**COMMENT ON CONSULTATION RESPONSES**

Amended plans were sought and received that address the concerns raised by the conservation officer. No objections have been raised by the Council's engineers.

**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.**

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**ASSESSMENT OF PROPOSAL**

**DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND**

**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."**

In principle the advertisement is acceptable, subject to the design details, in compliance with policy 67.BE. The proposal has been amended to solely the replacement of the existing double sided swing sign with a new board, retaining the existing structure.

The character of the locally listed building is not affected by the change to the signage, as required by policies 59.BE and 175.LB and the proposed lighting is similar to that already there. The condition regarding luminance can be included. There is no impact on highway safety.

**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**

Recommend advertisement consent subject to condition.