REF. NO.«AltRef»

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 2no. Internally illuminated fascia sign and amended design to rear sign (amended description) Chimichanga The Swan CentreWells Place Eastleigh SO50 5SF

SITE VISIT DATE 28.11.12

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Site notice posted 22.11.12 and 28.11.12 at Wells Place entrance to Leisure Complex, rooftop access point to complex and entrance from swan centre to leisure complex.

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Display of 2no. Internally illuminated fascia sign, one facing onto the roof car park of the swan centre and one long sign on the sweeping curved wall facing onto the leisure complex. The plans also show an amended design to the rear sign in terms of the background being wood effect and not black as previously approved under reference A/12/71205.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Flat, level site.
TREES	None.
BOUNDARY TREATMENT	Open forecourt/walkway area.
SITE CHARACTERISTICS	Large commercial unit with the new swan centre leisure complex.
CHARACTER OF LOCALITY	The complex is located on the edge of Eastleigh Town Centre where there is a large variety of signage.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/06/56993	Amendment to planning permission F/05/54053 dated 6th July 2005 (construction of multi storey leisure complex to incorporate existing ground floor car park, 9 screen cinema, bowling alley, 71 bed hotel, health club, and various other A3/A4 uses (restaurant)	PER 2006
A/08/63955	Display of 2no. non-illuminated signs.	Consent to advert 8.12.2008
A/12/71205	Display of 5No. Internally illuminated fascia signs, 1No. Internally illuminated projecting sign and 2No. Internally illuminated wall	Consent to advert 31.8.2012

REF. NO.«AltRef»

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	mounted signs	

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	None
OTHER	None

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation & Engineers	No objection

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established Residential Area Within Eastleigh Town Centre – Swan Centre

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011) Policies 59.BE and 67.BE
Pre-submission Eastleigh Borough Local Plan 2011-2029 Policies DM1 and DM23

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 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

Noted.

COMMENT ON REPRESENTATIONS RECEIVED

No comments.

PLANNING OBLIGATION/CONSIDERATIONS

Planning Obligations are not applicable to this form of development.

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;**

(a) **In the case of public safety:**
(i) **The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;**
(i) **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 and within an established mixed commercial/Leisure area. The principle of providing signage is therefore acceptable, with any formal approval being based upon the exact nature, design, and impact of the proposal being considered appropriate and to accord with relevant local plan policies. Of particular relevance is saved Policy 67.BE and emerging policies DM1 and DM23 which allows advertisements providing 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/highway safety. The NPPF also makes reference to taking account of cumulative impacts.

Character of Area: The inner walkway displays a large variety of illuminated signage, which adds to its vibrancy both during the day and in the evenings and have no restriction on hours of luminance.

The colour, design, and luminance of the proposed signs are considered sympathetic and are not over-dominant on the shop front and remains compatible in terms of the quality and design of existing signage contained within the Swan Centre entertainment complex.

Highway Safety/Amenity: The signage is located on the inner walkway of the Swan Centre where they will not be visible from the highway or to neighbouring residential properties and will not therefore cause any public or highway safety concerns and therefore no conditions with regard to luminance levels or hours of lighting have been added.

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 comply with the requirements of saved policies of the local plan and emerging policies and therefore this application is recommended for approval.