REF. NO.A/11/69679

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of internally illuminated signage 47 - 57 High Street, West End, Southampton, SO30 3DQ

SITE VISIT DATE – 5th October 2011

ARE PLANS ACCURATE? yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? - yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Application seeks permission for the display of the following signage: - internally illuminated fascia signage on the front, side and rear elevations displaying ASDA store logo - externally illuminated wall mounted signage, displaying store name, positioned on western elevation - fascia surround to new ATM, internally illuminated - wall mounted (north elevation) and free-standing banner signs at rear of car park - vinyl graphics displayed in store windows - 5m totem sign, internally illuminated
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	Relatively level across site frontage but the building is set below road level – steps leading up from pathway across frontage to road level. Ground levels fall away to rear of site and quite significant change in levels across car park, with levels falling away to eastern boundary.
TREES	Car park covered by blanket TPO – large number of trees within car park and adjacent to boundary with Lower New Road.
BOUNDARY TREATMENT	No boundary treatment along frontage or rear elevation of existing building. Some fencing along eastern & northern boundary of car park.
SITE CHARACTERISTICS	Site is part of purpose built retail development within village centre and lies within designated local centre. Flat roof brick buildings, some currently boarded up in vacant social club unit. Rear of site dominated by large car park area.
CHARACTER OF LOCALITY	Site lies within defined local centre – mix of commercial and residential properties within the area.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION

REF. NO.A/11/69679

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/11/69103	Change of use of former social club (Class D2) to Class A1 (retail) and amalgamation of existing foodstore to create single Class A1 unit (1151sqm of retail floorspace) with alterations to existing car parking, landscaping and cycle storage	Permit – October 2011
Z/38978/000	Change of use of shop (Class A1) to tea room (Class A3) for West End Social Club	Permit – August 2002
Z/15751/006	Division of building permitted under 15751/3 into two units – one unrestricted Class 1 retail, one restricted to convenience goods (food).	Permit – Sept 1980

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
7 Glenside	I directly overlook the front of the new store. I would like the lit signage to be switched off at night please, ie: when the store is closed.
9 Lower New Road	My concern is that the illuminated sign would adversely impact on my bedroom windows. We currently experience very little light pollution from the street lighting in the car park but I am worried that a new large sign may change that. Perhaps there could be an amendment to say sign 21B should be switched off after closing time.

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
West End Parish Council	Support – no objection Email 21st Oct 2011 – no objection to amended plans.
Head of Transportation & Engineering	Condition GN11 – Luminance should not exceed 600cd/m2 and no light source shall be visible from the highway. Reason: In the interests of highway safety/amenity. The totem pole sign at the entrance is unacceptable where located as HCC advise that this is highway authority verge owned by the highway authority, not part of the site. Also, from a safety aspect, the sign impedes views to north with the type of design extending down to ground level. If set further back into car park, clear of the highway and sight lines, it would be acceptable. Other signs ok. <u>Amended plan – 20th Oct 2011</u> This looks ok.

POLICY CONTEXT

REF. NO.A/11/69679

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within defined local centre

DEVELOPMENT PLAN POLICIES

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

PLANNING POLICY GUIDANCE / STATEMENT

PPS1 - Delivering Sustainable Development
PPG19 - Outdoor Advertisement Control

POLICY COMMENTARY

The above policies combine to form the criteria against which this application will be assessed with particular regard to public safety and visual amenity.

COMMENT ON CONSULTATION RESPONSES

Please see below.

COMMENT ON REPRESENTATIONS RECEIVED

Please see report below.

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.**

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

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

occur within the period for which the consent is required or granted."

The proposed signage overall relates well to the scale and the form of the building and will help to lift the appearance of the building as a whole, and will assert ASDA's presence within the village centre. The windows graphics in particular will add a welcome element of colour and visual interest to the store frontage.

The banner signs positioned at the rear of the car park are considered acceptable – this would be non-illuminated so no adverse impact should arise to the adjacent residential properties.

Amended plans were requested in respect of the proposed free-standing totem sign – at 5m high, as originally proposed, this would have appeared unduly prominent and intrusive within this area of the village centre, to the detriment of the visual amenity of the site and its surroundings.

These plans have now been received, showing the totem sign reduced in height to 3.5m and resited further into the site, to address Engineers' concerns re visibility and avoiding highway land. These revisions are considered acceptable. It is noted that the Parish Council has no objection to the proposals.

The concerns raised in respect of the illumination of the proposed signage are duly noted – a condition is recommended to prevent the signage being lit outside of store opening hours, and Engineers have also requested a condition restricting the level of luminance, which is considered appropriate.

Overall, it is not considered that the revised scheme would result in any detrimental impact in terms of visual amenity or public safety – as such, the signage is considered to comply with the guidance contained within PPG19 and Policy 67.BE of the adopted local plan.

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 approval.