REF. NO.A/11/69701

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1No. Internally illuminated fascia sign, 1No. projecting sign and non-illuminated window signage 8F Wells Place Eastleigh SO50 5PP

SITE VISIT DATE – Application site visited 14th November 2011. Signage has been installed.

ARE PLANS ACCURATE? – The submitted drawings allow a comprehensive assessment of the signage proposed.

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? – In accordance with the Local Planning Authority's publicity of planning proposals all relevant neighbours have been consulted.

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Revised description as follows; Retrospective: Display of 1 No. internally illuminated fascia sign, 1 No. internally illuminated projecting sign and non-illuminated window sign.
SITE AREA	Not applicable.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	Not applicable.
TOPOGRAPHY	Corner of Wells Place and Hanns Way flat and level.
TREES	Not applicable.
BOUNDARY TREATMENT	Not applicable.
SITE CHARACTERISTICS	The application site forms part of one of a number of similar retail and commercial units contained within the town centre. The building currently has number of retails units and a hot food outlet the application premise. An amusement arcade centre on ground floor, a D2 use on the first floor and office use on the second floor. The site benefits from a rear car park accessed off Hanns Way.
CHARACTER OF LOCALITY	The application site is located on the south-west periphery of the town centre, with the extensively residential area to the west.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
Z/0006253/003	Replacing existing shopping unit with new units and showroom 41/43 High Street, Eastleigh.	Grant STCs 31st January 1983
Z/0006253/006	Change of Use from showroom to snooker club. 41/51 High Street, Eastleigh.	Grant STCs 20th June 1983
Z/00026983/009	Change of Use to amusement centre.	Grant STCs

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
Z/00026983/010	53 High Street, Eastleigh. Relief of condition 3 of planning permission Z/00026893/009 to extend opening hours by one hour from 1800 to 1900. 53 High Street, Eastleigh.	14th January 2000 Grant STCs 19th March 2002
F/08/64317	Change of use from snooker club (D2) to office accommodation (B1a) and alterations to roof. 41/53 High Street, Eastleigh.	Withdrawn 18th March 2009
F/09/64860	Replace existing glazed pitched roof with solid roof, formation of new entrance, change of use on first floor snooker club (D2) to office accommodation (B1) and change of use on second floor from office accommodation (B1) to snooker club (D2) Smith Bradbeer House, 41/53 High Street Eastleigh.	Refused 18th May 2009
F/10/66812	Partial change of unit 8F from retail use to hot food takeaway (A5) and retention of unit B as retail (A1). Smith Bradbeer House, Wells Place, Eastleigh.	Grant STCs 20th September 2010
A/11/69701	Display of 1 No. internally illuminated fascia sign, 1 No. internally illuminated projecting sign and 1 No. non-illuminated window sign. 8f Well Place, Eastleigh.	Application subject of this report.

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	No correspondence received from any local pressures groups
Occupier 40 Desborough Road, Eastleigh	In terms of this application for consent to display an advertisement, the objection relates to three powerful lights above the window sign, which due to their upward tilt shine across the dwellings to the west of the application site.

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation & Engineers	No objection in principle. The signage providing it complies with the luminance regulations is acceptable. Please confirm height of projecting sign from ground level. It appears approximately 2.15 metres from ground level, being close to the minimum of 2.1 metres. Potential conflict between sign and people's

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CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
	heads.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Town Centre

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011) – Saved Policy 67.BE.

PLANNING POLICY GUIDANCE / STATEMENT

PPG 19 - Outdoor Advertisement Control

POLICY COMMENTARY

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

COMMENT ON CONSULTATION RESPONSES

In view of the retrospective nature of the application, it can be confirmed that the height of the illuminated projecting sign is sufficient to ensure there are no conflict with passing shoppers.

COMMENT ON REPRESENTATIONS RECEIVED

The three powerful light highlighted by the third party objector does not form part of this advertisement consent submission. An informative is to be included on the decision notice drawing to the attention of the applicant of the unacceptability of the external lighting to the window sign.

PLANNING OBLIGATION/CONSIDERATIONS

The nature of this application does not warrant any contributions to offset the impact of the development on infrastructure in the local area.

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Notwithstanding the retrospective nature of this submission, “Chief Planning Officer” letter dated 16th August 2011 requests Local Planning Authorities dealing with breaches of advertisement control provide advise on the DCLG booklet “Outdoor advertisements and signs: a guide for advertisers”. On this basis the retrospective application is considered on the basis of national and local planning policies for display of advertisements’.

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

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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."

In terms of the three elements to this application for consent to display advertisements namely the internally illuminated fascia sign, the internally illuminated projecting sign and window signage, there is no material harm to the amenities of the area or public safety. The style and siting of the signage is typical of advertisements found in Town Centre locations. The height of the projecting sign has been confirmed that there are no issues of safety to members of the public. The illumination of the two signs is confirmed as 250 cd/square metres and within the accepted maximum of 600 cdms/square metre.
The issue of light spillage from the lights above the window sign do not form part of this application. The Local Planning Authority will further investigate this matter and respond to the occupier of 40 Desborough Road.

OTHER MATERIAL CONSIDERATIONS

It is considered that there are no material considerations to warrant a decision otherwise than in accordance with the Development Plan and/or legislative background.

CONCLUSIONS

For the reasons outlined in this report the recommendation is to consent the signage.