REF. NO.A/14/74379

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Retention of 6no. Internally illuminated and 2no. Non illuminated fascia signs, 2no. Non illuminated poster signs and 1no. Internally illuminated double sided totem pole at entrance (retrospective application) Unit 1 Site F Hamilton Business ParkBotley Road Hedge End Southampton SO30 2HE

SITE VISIT DATE – 14/4/14

ARE PLANS ACCURATE? - Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? - Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application is to retain 10 signs mounted to the building: - 3no. internally illuminated fascia signs (1 sign on the front, side and rear elevation) displaying the word Wicks in white on a blue background. The signs measure 7m by 3.5m. - 3no. internally illuminated fascia signs (1 sign on the front, side and rear elevation) displaying the words tile giant in white on a green background. The signs measure 6m by 1.65m. - 2no. non illuminated information signs in blue and white. The signs are located on the front elevation and measure 3m by 2m. - 2no. non illuminated poster signs at eye height on the front elevation. The signs measure 1.26m by 1.76m Other signs - 1no. internally illuminated totem pole located at the front corner of the site adjacent to Botley Road. Totem pole measures 4.9m by 1.5m display the companies logos and open times.
SITE AREA	5100m2
TOPOGRAPHY	Relatively flat
TREES	None affected
BOUNDARY TREATMENT	Low wall and some landscaping. The boundary is fairly open
SITE CHARACTERISTICS	Large detached warehouse building in a retail use. There is a parking area to the front, which faces onto Botley Road.
CHARACTER OF LOCALITY	The site is within Hedge End Retail Park, which contains a wide range of commercial and business uses all with differing signage.

RELEVANT PLANNING HISTORY

REF. NO.A/14/74379

REFERENCE	DESCRIPTION	DECISION
R/12/70925	Approval of Reserved Matters (appearance, landscaping, layout and scale) for redevelopment of the site to provide flexible business accommodation (B1/B2/B8) not exceeding 3,732sqm of accommodation with new access to Manaton Way and relocated access to Botley Road, pursuant to Outline Planning Permission O/10/68088 and X/11/68593 (Unit A only).	Approved 2012
A/12/71446	Display of 1no. non-illuminated fascia box sign and 1no. non-illuminated fence mounted sign. *At unit D1 Hamilton Business Park*	Approved 2012
A/11/68659	Display of 1no. externally illuminated totem sign (5.5 metres in height). *At Unit F Hamilton business Park*	Approved 2011

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Hedge End Town Council	Objection - A proliferation of signage and illumination. The Committee would comment that one Totem and one sign identifying the building should be sufficient.
Transportation & Engineering	No objection – Please 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.

POLICY CONTEXT

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

DEVELOPMENT PLAN SAVED POLICIES EMERGING LOCAL PLAN POLICIES AND SPD'S

Eastleigh Borough Local Plan Review (2001-2011): 67.BE
Revised Pre-Submission Eastleigh Borough Local Plan 2011-2029: DM1

NATIONAL PLANNING POLICY GUIDANCE

National Planning Policy Framework

POLICY COMMENTARY

The above policies and guidance combine to form the criteria against which this application will be assessed.

COMMENT ON CONSULTATION RESPONSES

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COMMENT ON CONSULTATION RESPONSES

Comments are noted and condition will be applied. The amount of signage will be discussed in the assessment section.

COMMENT ON REPRESENTATIONS RECEIVED

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

ASSESSMENT

The application is for a mixture of fascia signs, which step down in prominence. On the building are the key wicks and tile giant signs, being the largest (at 7mx3.5m & 6mx1.65m respectively) and each mounted on the front, side and rear elevations. Next are the non-illuminated information signs which are smaller (at 3mx2m) and mounted on the front elevation between the main signs. Then there are the small non-illuminated poster signs mounted at eye height on the front elevation.

The style and colours used in the signage are dictated by the wicks and tile giant branding. The size of the signs, although large in themselves are considered to be in proportion to the scale of the building. The building being one of the largest in the immediate locality with 40m long elevations. This means there is plenty of space between signs and they are not considered to overpower the building. The proposed signage is common of that used by large diy stores and bulky goods retailers many of which are present within the Hedge End Retail Park.

The scheme also includes a 5m high totem pole at the front of the site advertising the retailor and opening hours. The totem pole is of a size and design commonly found at site entrances within Hedge End Retail Park. The totem pole is set 5m back from Botley Road within a landscaping area and level with various flag poles and large free standing signs all along Botley Road.

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

In conclusion it is considered that the totem pole and various fascia signs are appropriate (in terms of design, size, materials, colour, positioning, extent of existing signage and illumination) and will not detract from the appearance of Botley Road or the wider Hedge End Retail Park. No objection has been raised by the Engineering Team on public safety grounds and a condition will be used to control illumination.

OTHER MATERIAL CONSIDERATIONS

Also of relevance is the Revised Pre-Submission Eastleigh Borough Local Plan 2011-2029. While not yet adopted it does carry weight by virtue of being intended as the current local plan's replacement. With regards to this application, the new policies essentially echo those of the current plan and are not considered to affect the recommendation put forward.

CONCLUSIONS

Recommend Consent