REF. NO.A/12/71549

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Internally illuminated ATM surround Natwest 3 Lower Northam Road Hedge End Southampton SO30 4FN

SITE VISIT DATE – 23 October 2012

ARE PLANS ACCURATE? - Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? - Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application seeks approval for the display of an internally illuminated ATM surround measuring 1.5m in height, 1.04m in width and 0.44m in depth. The sign will surround the existing ATM situated on the southern elevation of the building fronting Lower Northam Road.
SITE AREA	175.4 sqm
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	Relatively flat and level.
TREES	There are no trees within the vicinity of the proposed development.
BOUNDARY TREATMENT	Open frontage.
SITE CHARACTERISTICS	Existing two-storey A2 commercial building (NatWest Bank) situated on the northern side of Lower Northam Road and forming part of an existing shopping parade.
CHARACTER OF LOCALITY	The site falls within a primary shopping zone as part of Hedge End Town Centre. There are a varying mix of commercial uses in the vicinity of the site, including shops, banks and travel agents.

RELEVANT PLANNING HISTORY (Most Recent First)

REFERENCE	DESCRIPTION	DECISION
A/28217/006	Display of internally illuminated fascia strip, projecting sign and curved ATM surround and three non-illuminated panel signs.	CONSENT TO ADVERT DISPLAY – 01/10/2002
A/28217/005	Display of internally illuminated fascia sign	CONSENT TO ADVERT DISPLAY – 18/03/1999
Z/28217/004	Alterations to front elevation	PERMIT – 18/03/1999
A/28217/003	Display of 1no. internally illuminated fascia sign and 1no. projecting sign	CONSENT TO ADVERT DISPLAY – 29/01/1999
Z/28217/002	Construction of access ramp with handrail	PERMIT – 14/01/1999
Z/28217/001	New black polished granite cladding panels to shopfront	PERMIT – 05/07/1995

RELEVANT PLANNING HISTORY (Most Recent First)

REFERENCE	DESCRIPTION	DECISION
	of bank where currently glazed	
Z/28217/000/01	Variation to pp. 28217 to following extent: alterations to east elevation.	PERMIT VARIATION – 11/07/1985
Z/28217/000	First floor extension and installation of service till	PERMIT – 20/05/1985

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Hedge End Town Council	No response received
Head of Transportation and Engineering	No objection to the proposals subject to the imposition of the following condition: *Luminance should not exceed 600cd/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 Primary Shopping Area/Zone

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011) – Saved Policy 67.BE
Pre-Submission Eastleigh Borough Local Plan 2011-2029 – Policy DM1

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 the impact of the proposed signage on the visual amenity of the area, as well as both public and highway safety.

COMMENT ON CONSULTATION RESPONSES

With regards to the condition suggested by the Head of Transportation and Engineering limiting the luminance levels of the proposed signage:

The applicant had originally proposed that the ATM surround would be illuminated to 1200 cd/m2 as stated in Section 11(d) of the application form submitted. However, following the comments of the Head of Transportation and Engineering, the applicant has since confirmed in writing that the sign

COMMENT ON CONSULTATION RESPONSES

will not now exceed the 600cd/m2 limit suggested. A condition will be imposed on the planning consent as advised in order to ensure this.

COMMENT ON REPRESENTATIONS RECEIVED

None received.

PLANNING OBLIGATION/CONSIDERATIONS

Planning obligations are not applicable in relation to this planning application.

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Legislation:

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."

National Planning Policy Guidance:

Paragraph 67 of the National Planning Policy Framework stipulates that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment and that outdoor advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Local Plan Policies:

Eastleigh Borough Local Plan Review (2001-2011) - Saved Policy 67.BE states that consent will be granted for the display of a hoarding, sign or advertisement provided that it does not detract from the character of the locality, is appropriate to its surroundings in terms of design, size, materials, colour, positioning, level of illumination and the extent of existing signage, and it does create a risk to public safety.

Eastleigh Borough Local Plan (2011-2029) Pre-Submission Consultation - The relevant policy to this

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

application is Policy DM1 (General criteria for new development), the applicable parts of which require new development to not have an unacceptable impact on the character and appearance of urban areas, to take full and proper account of the context of the site including the character, appearance and land uses of the locality or neighbourhood, and be compatible with adjoining uses and well integrated with these in terms of mass, scale, materials, layout, density, design and siting, both in itself and in relation to adjoining buildings, spaces and views.

Assessment of the Proposal:

Impact on Amenity and Character of the Area: The proposed signage is considered to be acceptable and appropriate to its locality. It is relatively modest in size and has been designed as such as to be in-keeping with the existing signage on the application building in terms of its visual appearance. There are a number of commercial uses along the shopping parade which the site forms part of, including butchers, bakeries, travel agents, banks and restaurants, all of which have signage both illuminated and non-illuminated and of varying designs. It is, therefore, not considered that the addition of this relatively modest sign will have any significant impact on either visual amenity or upon the wider character of the area.

Public and Highway Safety: It is not considered that the proposed advertisement will have any detrimental impact on either public or highway safety. A condition limiting the luminance levels of the signage and to ensure that no light source is visible from the highway will, however, be imposed on the planning consent as outlined above.

Overall, for the reasons stated above, the proposals are considered to comply with the above specified development plan policies, national planning policy guidance and legislation.

OTHER MATERIAL CONSIDERATIONS

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

CONCLUSIONS

The application is recommended for approval subject to conditions.