REF. NO.A/13/73365

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 9no. internally illuminated fascia signs Next Retail Hedge End Retail Park Charles Watts Way Hedge End Southampton SO30 4RT

SITE VISIT DATE: 17/10/2013

ARE PLANS ACCURATE? yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application proposes the erection of 9 internally illuminated fascia signs. Of the 9 signs, 4 are located on the rear elevation, 2 on the front elevation and 3 of the side (west) elevation. All but one of the signs will comprise white lettering only which will be fixed directly onto the wall or glazing dependant on where the sign in located. Sign C2 located on the side (west) elevation will comprise an aluminium sign box with acrylic text and will be white text on a red background. The luminance levels of the signs S1 to S7 are noted as 330cd/m and signs C1 to C3 are noted as 300cd/m. The application varies from the previously approved advertisement consent for the site in that replaces some of the next signs with costa signs some of which are in slightly revised positions. The application removes the sign that was previously approved on the side (east) elevation and one sign that was previously shown on the rear elevation and places one additional sign on the west (side) elevation and one additional sign on the front elevation. On the rear elevation sign S3 is now proposed 2.2m lower than previously approved.
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	Site is currently under construction however at present the ground level is split level with the land to the front, approximately the same level as the road and to the rear the land level drops of the car park and store.
TREES	Mature trees are located along the north east and south east boundaries of the site.
BOUNDARY TREATMENT	The site is subject to dense mature screening along north east and south east boundaries in the form of dense tree lines and hedging. There is no screening at present along the side elevation adjacent to the remainder of the retail park or along the front boundary of the site.

REF. NO.A/13/73365

THE SITE AND ITS SURROUNDINGS

SITE CHARACTERISTICS	The site is currently vacant the previous building on site has been demolished and is in the process of being replaced with a 8,310 sqm (GEA) retail store with car park at rear and construction of 41 dwellings further south beyond the rear parking area.
CHARACTER OF LOCALITY	The site sits within the Hedge End Retail Park. Internally illuminated fascia signs can be found within the retail park. Adjacent to the access into the retail park is a large totem style sign relating to the other units within the retail park along with some flag poles.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/13/73013	Erection of 9no. internally illuminated fascia signs	Consent to the Advert Display 18/09/2013
A/11/68757	Display of 1no. Illuminated fascia sign and 2no. Non-illuminated fascia signs, 4no. Non-illuminated panels, 1no. Entrance sign (non-illuminated), 1no. Non-illuminated sign attached to existing flagpole plinth and 4no. Flags	Consent to the Advert Display 29/06/2011
A/19545/021/00	Erection of Illuminated Signs Affixed to Building	Consent to the Advert Display 02/03/1989
A/10/66857	Display of non-illuminated fascia sign and 1no. Non-illuminated free standing sign	Refuse Advert Consent 23/06/2010
A/37423/001/00	Display of 2 Internally Illuminated Fascia Signs and 3 Non Illuminated Panel Signs	Consent to the Advert Display 08/03/2001
F/12/71663	Demolition of existing on-site buildings and erection of 8,310 sqm (GEA) retail store with car park at rear and access off Charles Watts Way and construction of 41 dwellings with associated car parking, amenity space, landscaping, access off Turnpike Way and highway works, including improvements and modifications to existing footpaths and traffic calming measures on Turnpike Way.	Permitted 21/03/2013

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	None
OTHER	
32 Berrywood (currently residing at 18 Poplar Way, Hedge End)	Objection: In respect of the proposed internally illuminated fascia sign on the north facing wall (marked south elevation on plans) may be visible from the bedroom windows and therefore may be disruptive in terms of

REF. NO.A/13/73365

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
	sleeping at night. Furthermore, it appears that the signs do not appear to be visible to the passing public with the exception of the properties that face that side of the development.

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
HEG	No Objection but the committee wished to comment that the illuminated lights to the rear of the proposed store serve no purpose and are intrusive to the new proposed properties.
ENG	No objection subject to luminance condition

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

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

Eastleigh Borough Local Plan Review (2001-2011) saved policy 67.BE
The revised consultation draft Eastleigh Borough Local Plan 2011-2029

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 with particular regard to

COMMENT ON CONSULTATION RESPONSES

No comment

COMMENT ON REPRESENTATIONS RECEIVED

No comment other than within assessment section of report

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:-

REF. NO.A/13/73365

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

"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."

The National Planning Policy Framework states in paragraph 67 "Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Principle
The site falls within the urban edge and sits within a large established retail park/commercial area. The principle of corporate signage, with illumination, is therefore acceptable provided any proposal complies with the provisions of saved policy 67.BE of the local plan. The site is also surrounded by a wide variety of signs associated with the adjacent retail units.

Public safety
The proposed signs are fascia signs. The will not obstruct views of highway signs or overhand the public highway. The Council's Engineers have raised no objection to the proposal, subject to a condition restricting the luminance levels. The proposal is considered to comply with saved policy 67.BE regarding public safety.

Character of area
The established character is that of a busy, brightly signed retail park. Prior to the removal of the previous building on site, there were a number of signs on the site including 1no. Illuminated fascia sign & 2no. Non-illuminated fascia signs which were located on the front elevation, 4no. Non-illuminated panels on the side elevation, 1no. entrance sign (non-illuminated) and 1no. Non-illuminated sign approved in 2011. The section above headed 'Description of the application' notes how the application varies from that previously approved for the Next building. The changes from the previously approved application of note are that there are now no signs proposed on the side (east) elevation facing Berrywood residential estate and one less sign on the rear elevation. There is also one additional sign proposed on the front and side (west) elevation.

REF. NO.A/13/73365

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

In terms of the front elevation, the larger of the proposed signs (Sign S1) is shown to be white text only which will have a relatively discreet appearance in terms of colouring. The second sign (Sign C2), which is the Costa sign, is half the size of S1. The combination of both signs take up only a small proportion of the building frontage and are considered appropriate both in terms of the building on which they are situated and the area in general which is characterized by signage associated with the various retail and commercial uses in the area.

The side (west) elevation also proposes an additional sign however this elevation faces into towards the retail park and again combination of the signs take up only a small proportion of this elevation.

The remainder of the signs are located on the rear elevation and as such will not impact the character and appearance of the area.

Noting the commercial nature of the site and the retail park the proposed signs are considered to be appropriate in terms of the size, location and colour finish and not harmful to the character and appearance of the area.

Residential amenity

The site is located adjacent to the residential estate of Berrywood Gardens. A dense screen of mature hedging of approximately 6m in height in located along the side boundary between the estate and the site. Although there are now no signs proposed on the east elevation which faces the side boundary to the Berrywood estate, the hedge would in any event be sufficient to obscure views between these residential properties and the proposed signs on the rear elevation of the building.

To the rear of the site, planning permission has been granted but not implemented for 41 dwellings. Two of the four signs are located at ground floor level and the remaining two signs are larger and high level. Noting the approximate distance of the rear elevation to the residential properties of 45m, the impact upon their residential amenities is not considered to be unacceptable.

OTHER MATERIAL CONSIDERATIONS

Also of relevance is the revised consultation draft 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

The recommendation is to consent the display of advertisements as proposed.