REF. NO.A/16/78309

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Erection of 2.4metre high hoardings. Former Moorgreen Hospital Botley Road West End Southampton SO30 3JB

SITE VISIT DATE 13.5.16

ARE PLANS ACCURATE? yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Application for temporary construction period hoardings around site. Hoardings 2.4m high in panels of 2.4m x2.4m. Grey/green background with white and green text up to 65cm high. No lighting proposed. Temp period from March 2016 to March 2018.
CHARACTER OF LOCALITY	Former hospital site with locally listed buildings, adjacent to other health/hospice buildings and opposite mixed residential and commercial uses. On corner of Botley Rd and Moorgreen Road.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/15/77247	Redevelopment of site for 121 dwelling units including conversion of locally listed buildings	Permitted 15.3.16

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
Neighbours	2 comments received regarding retrospective nature of application

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation and Engineering	No objection
West End Parish Council	No objection

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established mixed health/commercial/Residential Area Locally Listed Buildings on site

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

Eastleigh Borough Local Plan Review (2001-2011), saved policy 67.BE: consent to be granted subject to criteria on character of area relating to extent, size, colour, positioning of

REF. NO.A/16/78309

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

advert; illumination, public safety, conservation areas.

Submitted Eastleigh Borough Local Plan 2011 - 2029, July 2014, (the Submitted Local Plan) comprising:

- Revised Pre-submission Eastleigh Borough Local Plan 2011 - 2029, published February 2014; and
- Schedule of Proposed Minor Changes, submitted to the Secretary of State in July 2014'

Policy DM1

NATIONAL PLANNING POLICY GUIDANCE

National Planning Policy Framework and NPPG

POLICY COMMENTARY

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

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."

The two year request for site hoardings with unlit advertisements is not unreasonable and would assist in keeping the site secure and in controlling construction impacts (noise/dust etc). There would be no long term visual amenity or highway safety implications, although the temporary hoardings would need to be sited so as to ensure sight lines for access points are adequate.

OTHER MATERIAL CONSIDERATIONS

Reference needs to be made to the submitted Eastleigh Borough Local plan 2011-2029 July 2014. However, very little weight can be given to these policies as, although the Submission Local Plan has not been formally withdrawn, the Council has confirmed that it has decided to prepare a new local plan which will cover the period up to 2036. With regard to this application, the new policies essentially echo those of the current plan and are not considered to affect the recommendation put forward.

CONCLUSIONS

Temporary advert consent recommended