ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

(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 proposal is considered to comply with relevant Development Plan policies.

In this case policy issues for consideration include:

Visual Amenity – In terms of the general amenity of the area, while introducing a new signage within the car park, it is generally shielded from outside the site by the existing boundary trees while still being visible from within the site. While the fascias will be illuminated, a condition is recommended that these can only be lit during operating hours of the pick up point, so as to limit visual impact. Overall the proposal should have a fairly minimal impact upon the general visual amenity of the area and accord with the first two parts of saved Policy 67.BE if the local plan.

Highway & Public Safety – No objection has been raised by the Head of Transportation and Engineering, although a condition restricting the luminance level of the signage is recommended and has been included so as to not distract or dazzle drivers.

OTHER MATERIAL CONSIDERATIONS

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

CONCLUSIONS

For the reasons given above, the application is recommended for approval subject to conditions.

REF. NO.A/12/71006

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation and Engineering	No objection. Recommend condition restricting luminance of the signage.
Chandler's Ford Parish	No objection.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011) : 67.BE
Supplementary Planning Document : Quality Places

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

COMMENT ON CONSULTATION RESPONSES

Noted.

COMMENT ON REPRESENTATIONS RECEIVED

n/a

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:-

"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:**

REF. NO.A/12/71006

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Erection of 2No. free standing non-illuminated signs and 4No. externally illuminated fascia signs on proposed canopy. Asda Supermarket, Bournemouth Road, Chandler's Ford, Eastleigh, SO53 3YJ.

SITE VISIT DATE – 23/07/2012

ARE PLANS ACCURATE? - Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? - Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above to provide signage associated with a new pick up point for customers to collect their shopping after ordering via the internet.
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	n/a
TREES	One small car park tree will need to be removed but the adjacent larger trees surrounding the car park should not be adversely affected.
BOUNDARY TREATMENT	Generally quite open around the main entrance area and car park.
SITE CHARACTERISTICS	Large supermarket with extensive car park, petrol station and other facilities.
CHARACTER OF LOCALITY	The site sits towards the southern end of Chandler's Ford with residential development to the north and east, and mainly office developments to the south and west.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/12/71000	Erection of freestanding canopy.	
	Various applications since the store was built in the early 1970s.	

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received.	