REF. NO.A/12/71686

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1no. Internally illuminated fascia sign, 3no. Internally illuminated wall mounted signs, 1no. Internally illuminated box sign, 6no. Non illuminated free standing signs & 3no. Internally illuminated window signs KFC Hedge End Trade ParkTollbar Way Hedge End Southampton SO30 2JN

SITE VISIT DATE 04/12/12

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above. The signage includes direction signs as well as the main fascia replacements for the buildings. Variety of sizes and designs.
TOPOGRAPHY	Site is level but lands slopes away to the front
TREES	None
BOUNDARY TREATMENT	Open frontage, enclosed by high level bank and fenc to the rear
SITE CHARACTERISTICS	Detached hot food takeaway/restaurant with existing drive-thru around the rear of the building.
CHARACTER OF LOCALITY	Retail park outside town centre.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/12/71685	Erection of 1no. Drive thru window to side with 5no. Mini jumbrellas, seating & 4no. Planters to front	Current application

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Engineers	No objection. Recommend a condition to restrict luminance to 600 candelas per sq m.
Hedge End Town Council	No objection

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

REF. NO.A/12/71686

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011) 67.BE
Pre submission Eastleigh Borough Local Plan 2011-2029 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 on the character and appearance of the area and highway safety.

COMMENT ON CONSULTATION RESPONSES

Comments 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:**
(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

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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 the relevant policies for the following reasons:

- Many of the signs, such as the 'letter' signs on the buildings, menu signs directional/parking signs and the height restrictor sign are replacements for those which exist already.
- Whilst the proposal is a large number of signs, some of these are very small and only a few will be seen at any one time. Several, for example, will only be seen when entering the drive-thru.
- The colour and design of the signage, particularly the simple lettered signs, is considered to be an improvement on the existing box signs.
- The signage proposed is what you'd expect to see at a fast food restaurant/driv-thru.
- The luminance is at an acceptable level.
- The proposal is not considered to adversely affect the character of the area or result in any detrimental impact on the safety of the highway.

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

Recommendation is to grant advert consent for the reasons stated above.