ADVERTISEMENTS REPORT

DESCRIPTION	Display of 2 no. non-illuminated fascia sign.
ADDRESS	Cricketers Arms, 232 Chestnut Avenue, Eastleigh, SO53 3HN

SITE VISIT DATE	15/5/2014, SN posted 11/4/2014
ARE PLANS ACCURATE?	Yes
HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED?	Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	• The application is proposing two non illuminated fascia sign • The signs will be 1 metres in height,, 1.5 metres in width • It would be sited towards the front entrance of the public house on a grass verge
TOPOGRAPHY	• NA
TREES	• NA
BOUNDARY TREATMENT	• NA
SITE CHARACTERISTICS	• The application site contains a public house with residential amongst it

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/05172/002/00	two non-illuminated pole signs	Refused 21/3/1983
A/05172/004/00	Display of signs	Granted 2/10/1987
A/05172/008/00	Display of externally illuminated fascia, wall mounted and projecting signs on front elevation	Granted 23/3/2001
A/12/71815	Display of 1no. externally illuminated double sided freestanding pub sign	Granted 6/2/2013

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE

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CONSULTEE	SUMMARY OF RESPONSE
Highways	Principle of the signs is acceptable, but the sign cannot be displayed in front of the street sign. Permission is required from Hampshire County Council to erect the sign on highway land

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established Residential Area

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

Eastleigh Borough Local Plan Review (2001-2011) saved policies 59.BE & 67.BE
Revised Pre-submission Eastleigh Borough Local Plan (2011-2029) Policy DM1

NATIONAL PLANNING POLICY GUIDANCE

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

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 and character of the area, as well as issues of highway safety.

COMMENT ON CONSULTATION RESPONSES

These will be addressed in the report.

COMMENT ON REPRESENTATIONS RECEIVED

NA

PLANNING OBLIGATION/CONSIDERATIONS

NA

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

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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."

The two non illuminated signs will be placed by the entrance to the public house. The signs are not common form of advertising in this location. Whilst it is acknowledged highway safety is paramount, and such advertisement should not be allowed where there could be highway implications. It is also noted that the car park entrance displays small signs directing drivers, as well as board advertising events which as far as the local planning authority are aware have not had any safety implications.

Advertisement consent does not pertain highway consent, as the land is owned by the local highway authority and therefore permission will be need to be sought from Hampshire County Council to erect the signs. Highways have raised concerns that the photo montage appears to show on of the signs to be placed in front of the street sign. This may have been illustrated as such owing to technical issues, and does not mean that is the exact intended location. Furthermore this is something the local highway authority could condition.

OTHER MATERIAL CONSIDERATIONS

Also of relevance is the Revised Pre-submission 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

It is considered that overall the two non illuminated signs will not have undue harm to the

CONCLUSIONS

character and appearance of the area or to highway safety.