REF. NO.A/14/75737

ADVERTISEMENTS REPORT

DESCRIPTION/	-	Display of 1no. Illuminated totem sign
ADDRESS		Gateway House, Tollgate, Chandler's Ford, Eastleigh, SO53 3TG

SITE VISIT DATE	10/2/15
ARE PLANS ACCURATE?	Yes
HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED?	Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	• The application is proposing one illuminated totem sign • The sign would be 2.5 metres in height and 1.2 metres in width
TOPOGRAPHY	• No site level changes
TREES	• NA
BOUNDARY TREATMENT	• Low level dense hedges
SITE CHARACTERISTICS	• The site contains a 5 storey office building in an employment area with a number of office buildings • There is parking all around the vicinity • To the north west of the site there are residential properties

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/14/75392	Display of 1no. Illuminated sign and 1 non illuminated sign	Granted 17/12/14
A/32771/003/00	Retention of non illuminated wall mounted lettering	Consented 2002
A/32771/002/00	Display of externally illuminated free standing sign facing m3 motorway	Consented 2000
A/32771/001/00	Display of non-illuminated sign on elevation facing motorway	Consented 1992
A/04513/072/00	Erection of freestanding brick panel front entrance sign	Consented 1991
A/04513/071/00	Display of illuminated sign and flag poles	Refused 1991

REPRESENTATIONS RECEIVED

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SOURCE	SUMMARY OF CONTENT
None received	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Highways	Revised plan requesting site lines to be showed.

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 policy 67.BE

Submitted Eastleigh Borough Local Plan 2011 - 2029, July 2014, DM1, (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'

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

These will be addressed in the report.

COMMENT ON REPRESENTATIONS RECEIVED

NA

PLANNING OBLIGATION/CONSIDERATIONS

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."

OTHER MATERIAL CONSIDERATIONS

Also of relevance is Submitted Eastleigh Borough Local Plan 2011 - 2029, July 2014. 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.

Gateway House appears to be an empty office unit which is being marketed for sale/rent. The road around the site does experience traffic as it the only route into the business park and therefore highway safety is important.

Currently there is a large sign advertising the building which is not illuminated. The proposed sign would be illuminated and would indicate the occupiers of the building.
Highways have raised no objections but requested a revised plan showing the site lines. It is considered that a condition requesting the sign to be set back from the carriageway is sufficient. Further to which such signs are a common feature within the vicinity and a condition would still be attached requesting the set back.

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CONCLUSIONS

The 1no. Illuminated totem sign will not have an adverse impact to highway safety and is in keeping with the character and appearance of the surrounding area.