REF. NO.A/14/74736

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 2 no. illuminated fascia signs, 2 no. illuminated projecting signs, 1.no ATM surround, and window graphic (amended description) Tesco Express, 8 Ashdown Road Chandler's Ford Eastleigh SO53 5RD

SITE VISIT DATE: 11.7.14

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Display of 2 no. illuminated fascia signs, 2 no. illuminated projecting signs and 4 no. banners (ATM facia, window graphic and 2x banner signs).
TOPOGRAPHY	The site slopes upwards in a northerly and easterly direction.
TREES	None.
BOUNDARY TREATMENT	Open frontage onto the open car park area which is bound by a low level wall.
SITE CHARACTERISTICS	Existing A1 Tesco store fronting onto a paved pedestrian area and open car parking area. Existing facia, graphic, projecting signage on store (old design).
CHARACTER OF LOCALITY	Local shopping parade of various A1 uses surrounded by residential properties.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/04/52163	Installation of Plant	Permitted 30.11.04
A/04/50489	Erection of illuminated signs to front and side (facia and projecting signs, window vinyl and 4.no A1 poster signs)	Consented 11.5.04
F/04/50490	Alterations to shop front and installation of Automated Cash Machine	Permitted 11.5.04

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
18 Kingsway on behalf of 21 Ashdown Road	No objection to signs however noise from deliveries is intrusive and noisy disrupting sleep.
184 Hiltingbury Road	No objection to principle of signs however banner signs are too much and could be overbearing on local surroundings. Could Tesco be required to provide additional litter bins on nearby recreation ground?

REF. NO.A/14/74736

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Chandlers Ford Parish Council	No comments received.
Head of Transportation and Engineering	No objection subject to luminance checks. In regard to the projecting signs, these appear to be approximately 2.0m off the ground, so would be anticipated to be high enough not to be at conflict with passing pedestrians. Condition I02: Luminance should not exceed 600 Cd/m2 and no light source should be visible from the highway. Reason: In the interests of highway safety/amenity.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within a Local Shopping Parade Adjacent to an Established Residential Area

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

Eastleigh Borough Local Plan Review (2001-2011) 59.BE & 67.BE
Eastleigh Borough Local Plan (2011-2029) Emerging Policy DM1 & DM23

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

Noted.

COMMENT ON REPRESENTATIONS RECEIVED

Requests for extra bins and conditions to control delivery times/noise are noted but are not relevant to this application for signage and cannot therefore be requested. All other comments are noted and addressed below.

PLANNING OBLIGATION/CONSIDERATIONS

Planning Obligations are not applicable to the type of development proposed.

REF. NO.A/14/74736

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;**

(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."

Principle: The application site lies within the urban edge and within an established mixed commercial and residential area. The principle of providing signage is therefore acceptable, with any formal approval being based upon the exact nature, design, and impact of the proposal being considered appropriate and to accord with relevant local plan policies. Of particular relevance is saved Policy 67.BE which allows advertisements providing they are acceptable to the area in which they are to be displayed in terms of design, size, positioning, and the extent of existing signage. The NPPF also makes reference to taking account of cumulative impacts.

Amenity/Character of the Area: The majority of the signage is simply updating the existing signage and will not change significantly in size, design or location. The earlier plans identified 2.no banner signs of the brick side elevation. Due to concerns over visual clutter and its impacts on the area these banner signs have been removed and no longer form part of the proposed signage.

The new window graphics on the side elevation and will be visually more apparent however when considered against what has already been consented (4.no A1 poster panels) on the same side elevation the impact of the proposed graphic sign is negligible or could even be considered an improvement on the previously consented signs.

Highway Safety: Due to the size and siting of the proposed projecting signs there are unlikely to be any highway safety issues to pedestrians and the luminescence is such that it is unlikely there will be a distraction to highway users. A condition to control the maximum luminance has however been recommended to ensure no highway concerns and given the close proximity to residential properties.

OTHER MATERIAL CONSIDERATIONS

Also of relevance is theRevised Draft 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

In view of the above this application is recommended for approval subject to conditions.