REF. NO.A/14/75088

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 10no. internally illuminated totem/freestanding signs & 1no. non-illuminated free standing sign Mcdonalds Restaurants LtdTollbar Way Hedge End Southampton SO30 2UH

SITE VISIT DATE - Yes

ARE PLANS ACCURATE? - Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? - Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Internally illuminated signs: • Gateway - 1no. freestanding sign with 3.5m wide barrier at entrance. Sign measuring 0.75m(w) by 0.2m(d) by 3.2m(h). • Directional Signs – 2no. freestanding welcome/ goodbye sign at entrance and exit. Signs measure 0.6m(w) by 0.12m(d) by 2.1m(h). • Totem 3 – 4no. free standing promotion signs at drive-through entrance. Sign measure 0.8m(w) by 0.15m by 2.4m(h) • Totem 4 – 2no. free standing rotating menu boards at drive-through entrance. Signs measure 1.9m(w) by 0.7m(d) by 2.5m(h). • Hero – 1no. free standing poster sign located at side of drive-through. Sign measures 1.7m(w) by Non-Illuminated Sign: • Side by Side - 1no. non illuminated free standing directional sign at drive-through entrance. Sign measures 1.3m(w) by 0.45m(h) by 2.6m(h).
SITE AREA	3420m2 (approx.)
TOPOGRAPHY	Level
BOUNDARY TREATMENT	Fairly open. There is a landscaping strip with trees alongside Tollbar Way
SITE CHARACTERISTICS	Large single storey commercial building with car park to front and areas of landscaping.
CHARACTER OF LOCALITY	Commercial. The site is part of a large out of town retail park.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/14/75161	Display of 8no. internally illuminated wall mounted signs	Under consideration

F/14/75089	Single storey extensions including alterations to roof, collection points, doors & refurbished patio area with timber fencing and lamps. Insertion of canopies & cladding on building, alterations to car park & drive-through lanes incorporating new islands for signage	Under consideration
F/14/75100	Construction of outdoor play equipment & fencing enclosing area with lamps	Under consideration
Various planning permissions, advert and tree consents. None of which are of relevance to the proposal.		

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Tree Team	No objection
Transportation & Engineering	No objection Condition GN11: 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.
Hedge End Town Council	No response

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Existing Employment Site Within 25m River Buffer & Flood Zone 3 TPO 93

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

Eastleigh Borough Local Plan Review (2001-2011), saved policies: 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 visual amenity and public safety.

REF. NO.A/14/75088

COMMENT ON CONSULTATION RESPONSES

Comments are noted and the luminance condition will be applied.

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 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."

Policy 67.BE states Consent will be granted for the display of a hoarding, sign or advertisement provided it meets all the following criteria:

i. it does not detract from the character of the locality and it is appropriate to its surroundings in terms of design, size, materials, colour, positioning and the extent of existing signage;
ii. if illuminated, the amount of illumination does not detract from the character of the locality,
iii. it does not create a risk to public safety

ASSESSMENT

The proposal replaces five existing signs (1 located at the car park entrance and 4 at the entrance to the drive-through). The style of the signs ties in with the other changes at the site and reflect the mock wood and dark green branding of the food outlet.

It could be argued that the number of signs is excessive. However, it is not uncommon for fast food outlets to have this level of signage, particularly at the drive-through entrance when orders are taken. For the most part the signs are only visible by customers entering the site and have little presence from the wider locality. Taking into account the mixed signage present on other buildings, I consider that the proposal will not detract from the out of town retail park.

REF. NO.A/14/75088

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

The Council's Engineers have assessed the proposal and do not consider the signs to pose a highway safety risk. The submission gives the illumination level at 600 candelas per metre square and no light source will be visible from the highway.

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.

CONCLUSIONS

Recommend Consent