REF. NO.A/15/76602

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1no. freestanding internally illuminated sign The New Clock Inn361 Fair Oak Road Fair Oak Eastleigh SO50 8AA

SITE VISIT DATE 25/06/2015

ARE PLANS ACCURATE? yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? YES

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Erection of 1 no freestanding illuminated pole sign to replace existing. The new sign will be located in a similar location to the existing on the boundary with Fair Oak Road.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Fairly flat and level.
TREES	None affected.
BOUNDARY TREATMENT	White picket fencing to the boundary with Fair Oak Road. Low level brick wall to the boundary with Sandy Lane.
SITE CHARACTERISTICS	The New Clock Inn is an existing public house. The building is constructed of red brick and is situated on a large corner plot adjacent to Fair Oak Road and Sandy Lane.
CHARACTER OF LOCALITY	The site is situated within the established residential area of Fair Oak. Mostly surrounded by residential dwellings with open fields to the south of Fair Oak Road opposite the application site.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
Z/12583/001/00	Erection of garage	PERMIT 31/10/1974
Z/12583/002/00	alterations and extension to public house and extension to car park	PERMIT 10/01/1985
Z/12583/003/00	SINGLE STOREY FRONT AND REAR EXTENSIONS	PERMIT 01/02/1990
Z/12583/004/00	SINGLE STOREY REAR EXTENSION	PERMIT 03/07/1998
Z/12583/005/00	SINGLE STOREY SIDE EXTENSION	REFUSE PLANNING PERMISSION 01/10/1999
Z/12583/006/00	SINGLE STOREY SIDE EXTENSION TO PUBLIC HOUSE AND PROVISION OF 6 NO. ADDITIONAL PARKING SPACES	PERMIT 07/08/2000
F/05/54799	Retrospective application for the siting of	PERMIT 12/09/2005

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	playground area and erection of play ground equipment	
A/05/53776	17 signs comprising 10 non iIluminated and 7 illuminated advertisment signs	REFUSE ADVERT CONSENT 02/06/2005
A/06/56101	Display of 1No. Externally illuminated fascia sign and 8No. Non-illuminated signs	CONSENT TO THE ADVERT DISPLAY 23/03/2006
F/07/60041	Erection of detached smoking shelter with 1.8 metre high timber fence at side	REFUSE PLANNING PERMISSION 03/07/2007
F/08/62174	External alterations in association with the formation of an outside drinking area: provision of timber pergola and lighting in rear beer garden, addition of cooler in rear with associated 2.44m high fencing, and addition of smoking shelter, 1 no. jumbrella and 1 no. replacement jumbrella with associated lighting to frontage (Retrospective).	PERMIT 10/06/2008
T/13/73207	1no. Lime tree. Crown raise to no higher than 5m above ground level. Remove epicormic growth up to approximately 5m above ground level. Remove deadwood, rubbing and crossing branches as necessary.	CONSENT TO TREE WORKS 14/10/2013

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Fair Oak and Horton Heath Parish Council	No Objection
Head of Transportation and Engineering	No objection. The sign is set well away from the highway, so as long as luminace is not exceeded there will be no issue. 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.

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 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 the amenity of the area and highway safety.

COMMENT ON CONSULTATION RESPONSES

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

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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."

Saved Policy 67.BE of the current adopted Local Plan requires the display of any advertisement to be appropriate to and not detract from the character of the surrounding area in terms of its size, colour, appearance and positioning, as well as illumination if relevant, and it must not create a risk to the public in terms of highway safety.

In this instance the proposed sign is a replacement for an existing sign which is similar in terms of its size and position. The appearance is slightly different with the additional "Hungry Horse" logo. In terms of the visual impact upon the amenity of the area, there are no concerns. The proposed sign is to be internally illuminated and should not exceed to 600 candelas specified by the head of Transport and Engineering. A condition is recommended to ensure that this remains the case and that no light source is directly 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

It is recommended that advertisement consent be granted.