REF. NO.A/15/76681

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of internally illuminated fascia sign Gateway HouseTollgate Chandler's Ford Eastleigh SO53 3YA

SITE VISIT DATE 9/7/15

ARE PLANS ACCURATE? YES

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Display of 1 no. illuminated facia sign on the building facing the M3.
TOPOGRAPHY	Flat level site with the motorway to the SE on lower ground
TREES	Numerous trees located throughout the site, none of which are protected or will be affected by the proposal
BOUNDARY TREATMENT	Heavily landscaped and treed bund with the motorway. The remainder of the site is fairly open with the car parks landscaped with trees and low level planting
SITE CHARACTERISTICS	Large office block located within a heavily landscaped car park.
CHARACTER OF LOCALITY	Employment area with varying styles, forms, and scales of office accommodation each with its own signage and advertising.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
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

REF. NO.A/15/76681

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
Z/04513/063/00	Reserved matters in compliance with condition 3 of outline permission 4513/50: erection of four storey office (b1)	Approve Reserve Matters 1990
Z/04513/050/00	Outline: development for offices, high tech / light industry and research	Grant 1987
A/14/75392	Display of 1no. Illuminated sign and 1 non illuminated sign	Advert consent granted

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transport and 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.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established employment area

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

Eastleigh Borough Local Plan Review (2001-2011), saved policies 59.BE and 67.BE

Submitted Eastleigh Borough Local Plan 2011 - 2029, July 2014, (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' DM1 & DM23

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 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

REF. NO.A/15/76681

COMMENT ON CONSULTATION RESPONSES

Conditions to be added re luminance for highway safety as recommended.

COMMENT ON REPRESENTATIONS RECEIVED

None received.

PLANNING OBLIGATION/CONSIDERATIONS

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

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."

Principle: The application site lies within the urban edge and within an established employment 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 which allows advertisements providing they are acceptable for the area where they are to be displayed, whether illuminated or non-illuminated, and where they do not create a risk for public/highway safety. The NPPF also makes reference to taking account of cumulative impacts.

Character of Area: The proposed illuminated facia sign is located on the external walls of the building, on the rear elevation facing the M3 motorway. The surrounding offices/properties display a large variety of illuminated and non-illuminated signage of varying sizes and designs. Whilst the size and colour of the sign will be fairly prominent it is not considered out of character with this area, it is in proportion to the size of the building and will not be a distraction to drivers.

Highway Safety/Amenity: The facia signage is located on the external wall up high away from pedestrians. Whilst visible from the motorway is not considered to cause distraction. A condition is however recommended to control the luminance to ensure highway safety. In view of this there are no public or highway safety concerns.

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

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