REF. NO.A/15/77597

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1no. non-illuminated free-standing sign Berry Farm Hamble Lane Bursledon Southampton SO31 8GQ

SITE VISIT DATE 19/01/2016

ARE PLANS ACCURATE? Precise location of sign not shown but there is sufficient information to determine

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Display of 1no. non-illuminated free-standing sign to be positioned at entrance to Berry Farm. Sign will be 1.90m wide x 2.57m high on a 5.0m high frame of 2 no. 100mm dia posts.
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	level
TREES	No trees affected
BOUNDARY TREATMENT	Hedges along roadside.
SITE CHARACTERISTICS AND CHARACTER OF LOCALITY	The majority of the site is in agricultural use with a dwelling, workshops, barns and yard close to Hamble Lane. Opposite are detached dwellings fronting Hamble Lane.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/15/76582	Construction of 166 dwellings with associated access off Hamble Lane, parking, landscaping and open space, and highway works at the junction of Portsmouth Road and Hamble Lane following demolition of existing dwelling and former agricultural buildings/workshop.	Permit subject to 106 agreement

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	None
OTHER	None

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CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Hound Parish Council	No objection, can sign be positioned as far away from roadside as practicable.
Head of Transportation and Engineering	Transport Policy Officer No objection in principle. Whilst the sign is set back in excess of 2.4m from the highway edge and as such will not interfere with visibility, the red circle on plans indicating the location is non-specific and appears to be on the footway to be provided. The plan should be revised to better show the specific dimensions and angle of the sign, so that it can be confirmed that footway obstruction will not occur. DC Engineer As Matt comments, ask for better plan or impose condition about edge of sign should be at least 2.4 m away from carriageway edge of Hamble Lane

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Countryside Countryside Gap (Revised Pre-Submission Eastleigh Borough Local Plan 2011-2029)

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, (the Submitted Local Plan) comprising: DM1

- 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.

COMMENT ON CONSULTATION RESPONSES

A condition will be added to position the sign at least 2.40m away from highway edge.

COMMENT ON REPRESENTATIONS RECEIVED

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COMMENT ON REPRESENTATIONS RECEIVED

None

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."

National Planning Policy Guidance:

Paragraph 67 of the National Planning Policy Framework stipulates that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment and that outdoor advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Local Plan Policies:

Eastleigh Borough Local Plan Review (2001-2011) - Saved Policy 67.BE states that consent will be granted for the display of a hoarding, sign or advertisement provided that it does not detract from the character of the locality, is appropriate to its surroundings in terms of design, size, materials, colour, positioning, level of illumination and the extent of existing signage, and it does create a risk to public safety.

Submitted Eastleigh Borough Local Plan (2011-2029) - The relevant policy to this application is DM1 (General criteria for new development), the applicable parts of which require new development to not have an unacceptable impact on the character and appearance of urban areas, to take full and proper account of the context of the site including the character, appearance and land uses of the locality or neighbourhood, and be compatible with adjoining uses and well integrated with these in terms of mass, scale, materials, layout, density, design and siting, both in itself and in relation to adjoining

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

buildings, spaces and views.

Assessment of the Proposal:

Impact on Amenity and Character of the Area:

The application is deemed to accord with the provisions of Saved Policy 67.BE of the adopted Eastleigh Borough Local Plan 2001-2011 in this respect. The sign is not considered to be excessive in size or scale nor is it unduly visually over dominant in the area in which it is positioned adjacent to the highway. It is also appropriate in design, colouring and materials.

Public and Highway Safety:

The proposed sign will be positioned adjacent to the existing entrance to the farm. A condition will be added as advised by engineers to position it at least 2.40m away from the highway edge.

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 that consent is granted subject to conditions.