REF. NO.«AltRef»

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1no. non-illuminated directional sign & 1no. non-illuminated hanging sign Go Ape Itchen Valley Country Park Allington Lane West End Southampton SO30 3HQ

SITE VISIT DATE 01 July 2013

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes (Site Notice Displayed 12/06/2013)

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application seeks approval for the display of 2no. non-illuminated signs in relation to the existing Go-Ape facility situated within Itchen Valley Country Park. The signs are to be positioned along the access road into the park from Allington Lane. The first measures 820mm x 250mm and will be attached to the rear of an existing sign at a position of 0.5m above the ground. The second is a hanging sign to be positioned further north on a wooden gallows style structure; this sign measures 500mm x 1675mm and will be positioned 550mm above ground level.
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	The area in which the signs are to be sited slopes gently northwards in line with the general gradient of the access road into the Country Park.
TREES	There is woodland positioned along either side of much of the road.
BOUNDARY TREATMENT	n/a
SITE CHARACTERISTICS / CHARACTER OF LOCALITY	Existing country park facility which is open to the general public. The Go-Ape adventure course is situated in the central/northern area of the park.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/11/69269	Display of 8no. directional signs, 2no. entrance signs, 3no. hanging signs and 1no. fascia sign (all non-illuminated)	CONSENT TO ADVERT DISPLAY – 16/09/2011
F/11/68891	Retrospective: relocation of landing zone no. 5	PERMIT – June 2011
F/09/66053	Construction of high wire adventure course,	PERMIT – July 2010

REF. NO.«AltRef»

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	cabin & shelter, 4no. stockades, provision & surfacing of 2no. car parks and felling of 11no. trees.	

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
Westridge, Allington Lane	(15 June 2013): Objection to the proposals on the following grounds: • The signs are not necessary. • There is enough signage for Go-Ape in the park already. • Impact of the signage on the country park location. The occupier of this property also made the following comment: "*I do realise, however, that my opposition makes no difference at all, as EBC invited Go-Ape to the park, and they will agree to ANYTHING that Go-Ape wants, hoping to raise more money from them."*

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation and Engineering	(10 July 2013): *No objection.* *The proposed signs are set well away from the highway on private land.*
Head of Countryside and Trees	(05 June 2013): Ecology Officer: *I have no objection to this application. The location of the signs in the access road verges are unlikely to affect any nature conservation interests at the Country Park.* (10 July 2013): Tree Officer: *The erection of signage should have little or no impact on adjacent trees, even if they are situated within the root protection area (as per BS5837:2012) of adjacent trees. If any roots less than 25mm are encountered and need removing they should be clean cut using a suitable cutting device. For any roots greater than 25mm that may require severing arboricultural advice should be sought first.*
West End Parish Council	(19/06/2013): No objection.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Outside built-up area boundary. Within an area of nature conservation designations.

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

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Eastleigh Borough Local Plan Review (2001-2011), Saved Policy 67.BE.
Pre-Submission Eastleigh Borough Local Plan 2011-2029, Policy DM1

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 highway safety and amenity.

COMMENT ON CONSULTATION RESPONSES

The comments made are noted and a note to applicant will be added upon the planning consent with regards to the severing of roots in line with the comments of the Council's Tree Officer.

COMMENT ON REPRESENTATIONS RECEIVED

In respect of the comments made by the occupier of Westridge; Go-Ape is an existing facility within the Country Park and its provision and construction was the subject of a decided planning application; it is therefore not being considered here. Each application is decided on its own merits and without predetermination with all representations received being given full and due consideration. This application seeks consent for the display of two new signs and, in accordance with the legislation as outlined below, can only be considered on the grounds of its impact upon highway safety and amenity.

PLANNING OBLIGATION/CONSIDERATIONS

Planning obligations are not applicable to this application.

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."

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.

Assessment of the Proposal:

The scale, size, siting and design of the proposed signage is considered to be appropriate and it is therefore not considered that it will be visually intrusive within this rural setting. The first of the two signs is to be made of aluminium composite material (ACM), is relatively modest in size and is to be positioned on the reverse of an existing sign that is already in place along the western side of the access road. The larger gallow style structure is of a solid timber nature which is conducive to the woodland location, with the appended signage offering a visual indication of the direction of the reception cabin. Whilst it is recognised that there is other signage in place along this stretch of access road, the addition of two further relatively modest signs will not result in any undue level of proliferation. The Council's highways officer has reviewed the proposals and has raised no objections on the grounds of highway safety. The application is accordingly considered to comply with the requirements of Saved Policy 67.BE.

Overall, for the reasons stated above, the proposals are considered to comply with the above specified development plan policies, national planning policy guidance and legislation.

OTHER MATERIAL CONSIDERATIONS

Also of relevance is the pre-submission 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

It is recommended that advertisement consent be granted.