REF. NO.A/17/80100

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1no. non-illuminated fascia sign Boyatt Wood 30-32 Industrial EstateParham Drive Eastleigh SO50 4NU

SITE VISIT DATE 7 April 2017

ARE PLANS ACCURATE? The plans are sufficient to determine the application

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application proposed to replace to signs with one non illuminated sign. The logo part of the sign measure 1.75m wide and 1.75m high. The written part of the sign below the logo measures 1.75m in width and 35cm high. The application is located at first floor level
TOPOGRAPHY	Flat
TREES	Non Affected
BOUNDARY TREATMENT	Open site frontage
SITE CHARACTERISTICS	Industrial unit
CHARACTER OF LOCALITY	The application site forms part of a dedicated industrial estate.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/10/67456	Display of 2No. Non-illuminated fascia signs	CONSENT 2010

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
No letters of representation have been received from the public	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
No consultation responses received	

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Industrial estate development

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

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

Submitted Eastleigh Borough Local Plan 2011 - 2029, July 2014, (the Submitted Local Plan) comprising:

REF. NO.A/17/80100

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

- 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

COMMENT ON CONSULTATION RESPONSES

N/A

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."

REF. NO.A/17/80100

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Saved Policy 67.BE of the adopted Local Plan requires that advertisements should
"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."

The adverts will be located on a prominent location on the building. There are a number of commercial premises in the area that also have advertising on and around the premises. The proposed sign will remove the existing signage on the same elevation of the premises. The signage is non-illuminated.

The advertising is also considered to be of an appropriate size, scale and design for this location given the level and size of existing signage within proximity to the site.

Overall therefore, the application raises no concerns with regards to the general amenity and appearance of the area and on balance is considered to meet the requirements of saved Policy 67.BE.

OTHER MATERIAL CONSIDERATIONS

Reference needs to be made to the submitted Eastleigh Borough Local plan 2011-2029 July 2014. However, very little weight can be given to these policies as, although the Submission Local Plan has not been formally withdrawn, the Council has confirmed that it has decided to prepare a new local plan which will cover the period up to 2036. With regard to this application, the new policies essentially echo those of the current plan and are not considered to affect the recommendation put forward.

CONCLUSIONS

The proposal accords with the requirements of saved policy 67.BE and is therefore recommended for approval.