ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of signage Parham Drive Eastleigh SO50 4NU

SITE VISIT DATE	10th November 2014
ARE PLANS ACCURATE?	Yes
HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED?	Yes and site notice posted on day of site visit

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Display of signage: 11.no facia signs of various types, sizes, and colours and located at various points on the front and side elevations and front railings, 2.no free standing signs, and 2.no flags.
SITE AREA	0.88ha
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Flat level site when viewed from Parham Drive but from Whyteways appears to be in an elevated position.
TREES	None within the site but many dotted around the boundary, particularly onto Whyteways.
BOUNDARY TREATMENT	The site is bound by palisade fencing with some space trees/hedging in places. Beyond the rear (NE) boundary is a landscape bund which contains a row of semi mature trees that create screening, particularly in the summer months.
SITE CHARACTERISTICS	The site contains a mixed use warehouse building constructed of brick with steel cladding and a steel roof. To the front is a steel canopy over several enclosed and exposed loading bays. Ancillary office space is provided at first floor. The site is surrounded by hard standing with large open areas to both the front and rear.
CHARACTER OF LOCALITY	Commercial/Industrial Estate surround on three sides by similar industrial buildings and uses. To the rear (NE) are residential properties that are set on lower ground than the site.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/14/73868	External alterations to existing warehouse (Class B8) and part change of use to a builders' merchant (SUI Generis) for display, sale and storage of building, timber and plumbing supplies, plant and tool hire including outside display and storage and	Permitted 1/4/14

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	associated works.	
Z/17598/00A/00	Warehouse, with ancillary offices, vehicle maintenance	Permitted May 1977
Z/17598/001/00	Ground floor extension to existing warehouse	Permitted Jan 1980

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation and Engineering	No objection - all signs are located in positions that do not affect highway visibility. Condition GN11: Luminance should not exceed 600 Cd/m2and no light source should be visible from the highway. In the interests of highway safety/amenity.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Existing and 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 of the 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' Emerging Policy DM1 & DM23

NATIONAL PLANNING POLICY GUIDANCE

National Planning Policy Framework: Paragraph 67 states: 'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment…. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

POLICY COMMENTARY

The above policies 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

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Noted.

COMMENT ON REPRESENTATIONS RECEIVED

None.

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;**

(a) **In the case of public safety:**
(i) **The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;**
(i) **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 commercial 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.BE which allows advertisements providing they are acceptable to the area in which they are to be displayed in terms of design, size, positioning, and the extent of existing signage. The NPPF also makes reference to taking account of cumulative impacts.

Amenity/Character of the Area: The proposed signage is typical for such a use and business and is appropriate in a commercial area such as this. There are many examples of signage throughout the estate and the proposal will add to this. No signage is located to the rear of the site where residential properties are present with the majority being located on the building frontage away from the road. Overall the signage is appropriate in its size, location and quantity in this mixed use area.

Highway Safety: Due to the size and siting of the proposed signs there are unlikely to be any highway safety issues to pedestrians and the luminescence is such that it is unlikely there will be a

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

distraction to highway users. A condition to control the maximum luminance has however been recommended to ensure no highway concerns and given the close proximity to residential properties.

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.