ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 5no. 6m high flags & poles & 3no, non-illuminated, 1.5m high, single sided, free-standing signs and 1no double sided, 1.5m high, non-illuminated, free-standing sign. Stoke Park FarmStoke Common Road Bishopstoke Eastleigh SO50 6DW

SITE VISIT DATE 02/09/2016

ARE PLANS ACCURATE? It is considered that sufficient information has been provided to allow for the assessment of the development proposed.

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED?
Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION The	This application seeks advert consent for two years to display of 5 no. 6m high flag poles and 3 no. 1.5m high, non-illuminated, free standing signs and 1no. double sided, non-illuminated, 1.5m high free standing sign, non-illuminated for a period of 2 years. Double sided sign (s1) to go in front of Unit No21. Single sides to go behind the car park spaces across the access road (s4), (s3) to side of unit 21, (s5) in front of unit No22. 5 no. flagpoles (f1), (f2) and (f3) to line kerbside at side and front of unit No21 and front of unit No22. Additional Drawings 20/09/2016. To show visibility splay at the drive entrance from showroom to site access road.
SITE AREA	7.6 hectares.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	Slightly higher that Stock Common Road.
TREES	Not affected by the proposal.
BOUNDARY TREATMENT	Open mesh temporary fencing.
SITE CHARACTERISTICS	Currently at the initial stage of construction for 60 units of residential accommodation in a countryside location. Granted for a residential development including allotments,

THE SITE AND ITS SURROUNDINGS

	public open space and an extension to the existing cemetery. Application A/15/77654 determined a very similar temporary consent for a sales cabin and signage closer to the entrance onto Stoke Common Road in 2015. This application is for signage associated with a more permanent show house and sales office approximately 50 metres into the site as the estate is being constructed. Amendment to A/15/77654 reduced the flag poles by 1m from 6m. The current application returns to 6m temporary flag poles.
CHARACTER OF LOCALITY	The site is located on the north eastern edge of Bishopstoke, off Stoke Common Road, adjacent to a residential area where there is a mixture of housing type.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
O/13/73660	Outline application for residential development of up to 60 dwellings, allotments, extension to existing cemetery and public open space with access off Stoke Common Road including additional bridleway link (all matters reserved except access.	Granted Outline Permission 24/06/2014.
R/15/76716	Reserved Matters for layout, scale, appearance and landscaping pursuant to outline planning application O/13/73660 for 60 dwelling units, allotments, cemetery extension and public open space with access off Stoke Common Road and proposed Bridgeway link.	Approved the Reversed Matters – 27/10/2015
A/15/77654	Display of 5no. 5m high flags and poles and 1no. 1.5m high free standing sign Land at Stoke Park Farm, Stoke Common Road, Bishopstoke.	Approved 03/02/2016

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None.	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Highways and Engineering.	Five signs within look to be within the splay area and could cause a visual obstruction. Require 2.4m x 43m at 30mph zone. Request to additional drawings received on 20/09/2016 to show visibility splay at the entrance to showroom onto the main site access road. Additional plan shows that signage is outside of the splay zones. In particular the double sided (sign S1) at the front left, verge side of showroom.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Outside Built-up Area Boundary

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

Eastleigh Borough Local Plan Review (2001-2011), saved policies

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'

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 on the character of the area, visual amenity and public and highway safety.

COMMENT ON CONSULTATION RESPONSES

None.

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."

Assessment.

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 impact.

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 application part of which require new development not to 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 buildings, spaces and

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

views.

Impact on Amenity and Character of the Area.

In association with a more permanent sales office some, internal to the site and some 82 meters from the site entrance onto Stoke Common Road. Currently construction of 60 units is well underway with the intention to display advertising for a 2 year temporary period. At which point the need will be surpassed.

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DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

The pre-existing 5m high flag poles and signage have created a president that will continue here with the non-illuminated signage distributed around the new site office further from Stoke Common Road.

Further within the site circumstances can be said to be an improvement in visual terms from the current. The application is again deemed to accord with the provisions of saved Policy 67:BE of the adopted Eastleigh Borough Local Plan 2001-2011.

Visibility Splay.
EBC Highways and Engineering were satisfied with additional drawings to show the double sided sign S1 not obstructing views for vehicular traffic exiting the showroom site onto the main internal site road.

Flag poles.
Each flagpole will increase in height from those at the temporary showroom site, given approval under A/15/77654 from 5m to 6m. The grouping and height of flag poles were considered appropriate.

Public and Highway Safety.
The proposed flags and freestanding signs are non-illuminated and are not considered to have an unacceptable detrimental impact on public or highway safety.

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

Recommend that advert consent be granted.