REF. NO.«AltRef»

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 2no. internally illuminated fascia signs & 1no. non-illuminated double sided totem sign Cando House Bournemouth Road Chandler's Ford Eastleigh SO53 3QB

SITE VISIT DATE: 02/09/15

ARE PLANS ACCURATE: Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes and site notice 21/08/15

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	Display of 2 no internally illuminated fascia signs to wrap around corner of building and 1 no. non-illuminated double sided totem sign at road side entrance.
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Fairly level site
TREES	Non will be affected
BOUNDARY TREATMENT	Tree screening to boundary with Bournemouth Road.
SITE CHARACTERISTICS	3 storey office building. Recently refurbished, glass/cladding to give modern appearance.
CHARACTER OF LOCALITY	Edge of town employment site on main route into Chandler's Ford from Southampton. Asda hypermarket and associated car parking opposite. More contemporary office accommodation to rear.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
Z/04990/016/00	Erection of three-storey office extension, at Trinidad House, Bournemouth Road, Chandler's Ford. (IDC/3A/5/512/73. for 16970 sq.ft.)	PERMIT 29/03/1974
A/04990/019/00	Two internally illuminated box signs	CONSENT TO THE ADVERT DISPLAY 02/12/1976
Z/04990/023/00	DEMOLITION OF STORAGE BUILDING AND CONSTRUCTION OF NEW WORKSHOP BUILDING, OFFICE BUILDING,MESS AND TOILET BLOCK	PERMIT 16/01/1990
Z/37737/000/00	ERECTION OF THREE STOREY OFFICE BLOCK (5,608 SQUARE METRES) WITH LANDSCAPING AND PARKING FOR 245 CARS (PART OF APPLICATION SITE FALLS WITHIN THE ADMINISTRATIVE	PERMIT 13/08/2003

REF. NO.«AltRef»

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	BOUNDARY OF TEST VALLEY BOROUGH COUNCIL)	
Z/37737/001/00	ADDITION OF SECOND FLOOR LINK, ADDITIONAL OFFICE SPACE TO SECOND FLOOR AND REDUCTION OF STAIR TOWER	PERMIT 22/03/2005
A/04/50927	Two totem pole signs	CONSENT TO THE ADVERT DISPLAY 29/06/2004
A/04/51237	Erection of Illuminated advert.	CONSENT TO THE ADVERT DISPLAY 26/07/2004
F/05/55780	Construction of new surface car park (21 new spaces) following demolition of part of existing building	PERMIT 07/02/2006
F/13/72979	Partial demolition and reconstruction of new Atrium and core to existing offices with alterations to fenestration and external materials, alteration to pedestrian entrance and revised vehicular arrangements	PERMIT 30/09/2013

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
	None received

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Transport and Engineering	No objection to fascia signs for totem sign a condition- The eastern edge of the totem sign shall be set back a minimum of 0.6m from the back edge of the adjacent Bournemouth Road footway. Reason: In the interests of highway safety. Condition GN11: Luminance should not exceed 600 Cd/m2 and no light source should be visible from the highway. Reason: In the interests of highway safety/amenity.
Chandler's Ford & Hiltingbury Parish Council	No response received.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established Employment Area

REF. NO.«AltRef»

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:

- 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' Policies DM1 and 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 and guidance 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

Noted. Recommended conditions to be used.

COMMENT ON REPRESENTATIONS RECEIVED

None received

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**

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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 employment 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 and emerging policies DM1 and DM23 which allow advertisements providing they are acceptable for the area where they are to be displayed, whether illuminated or non-illuminated, and where they do not create a risk for public/highway safety. The NPPF also makes reference to taking account of cumulative impacts.

Character of Area: The proposed facia signs are located at a high level wrapping round an external corner of the building. This sign will be illuminated. The totem sign is non illuminated and is to be located at the entrance to the offices. The surrounding offices and properties display a large variety of illuminated and non-illuminated signage of varying sizes and designs. Whilst the size and colour of the signs will be fairly prominent it is not considered out of character with this area and is in proportion to the size of the property.

Highway safety/Amenity: the fascia signage is located on an external corner up high away from pedestrians. Whilst visible from Bournemouth Road, it is not considered to cause distraction. A condition is however recommended to control the luminance to ensure highway safety.

For the totem sign at the entrance a condition is recommended that the eastern edge of the sign shall be set back a minimum of 0.6m from the back edge of the adjacent Bournemouth Road footway in the interests of highway safety.

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.