REF. NO.A/16/78028

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1no. internally illuminated double sided free standing sign Smiles Dental Surgery144 Bournemouth Road Chandler's Ford Eastleigh SO53 3AL

SITE VISIT DATE – 16/03/16

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 application proposes a free standing internally illuminated advertisement to the front of the property. The advert would measure 1.8m in height and 0.85m in width.
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	Downward slope as approaching building
TREES	None that would be affected by the development
BOUNDARY TREATMENT	Open frontage with a hedge to one side
SITE CHARACTERISTICS	The application site contains a two storey semi-detached building which is a dental surgery. There is a small forecourt which has a ramp for disabled access. There is parking at the rear.
CHARACTER OF LOCALITY	This section of Bournemouth Road is relatively mixed with both residential and commercial uses on either side of the road.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/15/77587	Display of 1no. double sided externally illuminated free standing sign to front	Refused 11/01/2016
A/10/68274	Erection of internally illuminated free standing sign	Consent granted 20/01/2011
A/10/67261	Erection of 2No. externally illuminated fascia signs	Consent granted 16/07/2010
F/10/67260	Erection of 2No. air conditioning units to rear elevation	Granted 16/07/2010
F/09/65839	Change of use from retail tool hire and sales shop (A1) with associated first floor offices to dentist surgery (D1)	Granted 06/11/2009
Z/04948/003/00	Non-illuminated wall sign and illuminated	Granted

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RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	fascia sign at 144 Bournemouth Road, Chandlers Ford, Eastleigh. (amended plans received 17th January 1984)	18/01/1984
A/04948/003/00	Non-illuminated wall sign and illuminated fascia sign	Consent granted 18/01/1984
Z/04948/002/00	New shop front and alterations	Granted 09/12/1983
Z/04948/001/00	Change of use from shop and residential to offices	Granted 13/12/1982

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
142 Bournemouth Road	Sign is still too large, light will be visible from our house. Have concerns about maintenance of sign as property is not well looked after externally
87A Bournemouth Road	Dangerous for road user, object to light, enough advertisements

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation and Engineering	No objection, subject to conditions

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary TPO

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

Eastleigh Borough Local Plan Review (2001-2011), saved policies 59.BE, 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 policy DM1

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

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

See report

COMMENT ON REPRESENTATIONS RECEIVED

See report

PLANNING OBLIGATION/CONSIDERATIONS

Not applicable

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."

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 not 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 applicable parts 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

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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 views.

Assessment of proposals

The application follows the previously refused application A/15/77587. The application was refused due to highway safety and the impact on the amenities of the neighbouring properties due to the siting, scale, mass and intermittent illumination of the advertisement. The application has been amended from the previously refused application by moving the position of the sign further south, away from the neighbouring property 142 Bournemouth Road. The sign has also been reduced in height and width. The illumination is also proposed to be static rather than intermittent.

The sign would be the same size, illumination and in the same position as the sign permitted under application A/10/68274.

Impact on amenity and character of the area

There are various forms of signage along the Bournemouth Road in similar positions to the currently proposed advertisement. The advert is the same size and in the same position as the sign approved under application A/10/68274. The advert is considered to be appropriate in size, scale and design and would be similar in size and design to advertisements in the surrounding area. The proposed advert would not materially detract from the character of the locality in accordance with policy 67.BE of the Local Plan.

The comments from the neighbouring properties regarding the size of the sign have been carefully considered. A sign of this size was approved under a previous application (A/10/68274), the sign is considered to be a similar size and design to advertisements in the surrounding area and therefore no objection is raised to the size of the sign. The concerns regarding the maintenance of the sign are noted, a condition is recommended to ensure that the advertisement is maintained in a reasonably clean and tidy condition.

The neighbouring property has raised concerns regarding the illumination on the advertisement. No details of the level of illumination have been stated on the application form, however, a condition will be attached to control the level of illumination and ensure it is appropriate for the area. It is noted that a condition was attached to the previous application restricting the illumination of the sign to the opening hours of the business only. It is considered reasonable to reattach this condition to the current application. The proposal is not considered to cause material harm to the amenities of the neighbouring properties in accordance with policy 59.BE of the Local Plan.

Public and Highway Safety

The sign is positioned in the centre of the site. Following consultation with the Council's Head of Transportation and Engineering no objection has been raised to the proposal subject to a condition relating to the level of illumination. The proposed sign is not considered to have a detrimental impact on public or highway safety.

The comments from neighbouring property regarding the sign being dangerous for road users have been carefully considered. However, due to the position of the sign on the site and the controls over the levels of illumination the proposal is not considered to impact on 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

The application has overcome the previous reasons for refusal and the application is recommended for approval, subject to conditions.