REF. NO.A/16/78855

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1no. 3.75m high externally illuminated totem signs 3 High Street West End Southampton SO30 3AA

SITE VISIT DATE – 04/02/16

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 the display of one totem sign on the corner of Barbe Baker Avenue and High Street. The application has been amended to remove one of the totem signs following by concerns raised by officers.
TOPOGRAPHY	The site is level, the land immediately to the south is slightly higher than that of the application site.
TREES	Trees are located on the boundary of the site
BOUNDARY TREATMENT	Low brick wall, vegetation along western boundary
SITE CHARACTERISTICS	The site consists of a single storey flat roof structure, which comprises two commercial units – Tesco and Sizzlers. The majority of the site is laid to hard standing and used for access and parking. The site operates an entry/exit system using two vehicular access points into Barbe Baker Avenue, the entrance being located closest to the junction of Barbe Baker Avenue and High Street and the exit point located further into Barbe Baker Avenue. Permission has been granted under application F/13/73591 for the construction of a single storey unit and change of use on the site, the permission is currently being implemented and the building has been demolished.
CHARACTER OF LOCALITY	The site is located at the junction of Barbe Baker Avenue and High street and is separated from the High Street in part by a small access road which leads to Rosemount Court, a block of flats west of the site, and in part by a small grassed area.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/16/78853	Installation of air conditioning units and condenser units to the side and rear	Permit 26/08/2016
A/16/78854	Display of 3no. externally illuminated fascia signs, 1no. window vinyl, 1no. wall mounted information sign and 4no. wall mounted postercase signs	Consent granted 08/09/2016
F/13/73591	Construction of single storey unit for flexible	Granted

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RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	use as retail/restaurant/takeaway uses (A1, A3, A5) with associated car parking and altered access, yard and bin store, landscaping, following demolition of existing 2no. retail units	19/03/14
F/13/72993	Construction of single storey unit for flexible use as retail/restaurant/takeaway uses (A1, A3, A5) with associated car parking and altered access, yard and bin store, landscaping, following demolition of existing 2no. retail units	Withdrawn 04/09/13
Z/16294/009/00	Alterations to shop front and new plant to rear	Granted 15/07/03
A/16294/010/00	New illuminated shop front fascia signs, two projecting bus stop signs, one vinyl panel sign and two free standing gantry sign	Consent granted 14/07/03
Z/16294/006/00	Installation of ATM cash machine in front elevation	Granted 19/09/97
A/16294/007/00	Display of one internally illuminated projecting sign, one illuminated logo panel, one information panel and one infill panel	Consent granted 07/10/97
Z/16294/004/00	Single storey replacement extension, new shop front and roller shutters and change of use of part of building to hot food takeaway	Granted 23/07/96
A/16294/005/00	Display of illuminated fascia sign	Consent granted 29/08/96
Z/16294/003/00	Single storey rear extension	Granted 20/01/1992
A/16294/002/00	Illuminated fascia sign	Consent granted 17/08/84
A/16294/001/00	Two illuminated signs	Consent granted 20/07/1978

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
25 Rostron Close	Object - Attract rats in area with discarded items as we got that with Tesco and kebab shop and youths always around extra traffic visiting store area also I strongly object to co-operative store being on doorstep area.

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
West End Parish Council	No objection

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CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Head of Transportation and Engineering	Holding objection - The totem pole position adjacent to the access point overhangs the hatched area on plans. The hatched area is a section of land to be tarmac'd as part of the development of the site, and onwards dedicated to HCC as highway land. The totem needs to be pushed back into site slightly, and shown on amended plans.

POLICY CONTEXT

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

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

Eastleigh Borough Local Plan Review (2001-2011), saved policies 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 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 interest of amenity and public safety, taking account of the cumulative impacts. 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.

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

See report

COMMENT ON REPRESENTATIONS RECEIVED

The comments raised do not relate to the application for a totem sign and relate to the previous permission for the change of use.

PLANNING OBLIGATION/CONSIDERATIONS

N/A

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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 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 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

Impact on amenity and character area

The application proposes an externally illuminated totem sign on the corner of the site. The application has been amended following concerns raised by officers and the number of totem signs has been reduced from two to one.

It is acknowledged that the totem sign would be relatively large, however, it is considered that due to its position set back into the site the proposal would not be overly prominent. It is considered that the size and design of the sign is appropriate for the site and the size of the building. The site was previously occupied by Tesco who had permission for two signs of a similar size at the front of the site, whilst the proposed sign would be slightly higher and illuminated it is considered that as only one sign is proposed no objection is raised to the proposal.

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Due to the acceptable design, size and position of the proposed advertisement, it is not considered to materially detract from the character of the locality and therefore accords with Policy 67.BE of the Local Plan. A condition is recommended in relation to the level of illumination proposed.

Public and highway safety

The proposed totem sign would be located on the corner of Barbe Baker Avenue and High Street. Following consultation with the Council's Head of Transportation and Engineering an objection was raised with regarding to the location of the totem sign. The location of the sign has been amended to ensure that the sign is not located on the hatched area of land (as shown on the plan) and therefore no objection is raised to the proposal.

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 advertisement is considered to be acceptable, subject to conditions.