REF. NO.A/16/79021

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 2no. non-illuminated fascia signs Hamble Lodge20 Hamble Lane Bursledon Southampton SO31 8BR

SITE VISIT DATE 21 September 2016

ARE PLANS ACCURATE? The plans are sufficient to determine the application

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application seeks to erect two non-illuminated signs on the north elevation of the premises. The signs are located in the gable of the property (3.6m x 0.725m) and at first floor (3.6m x 1.728m)
SITE AREA	N/A
RESIDENTIAL DEVELOPMENT DENSITY (NET)	N/A
TOPOGRAPHY	Levels gradually drop from north to south
TREES	The site does not contain any tree offered protection by a tree preservation order. The proposal will not be in conflict with any trees or landscape features of particular amenity to the area.
BOUNDARY TREATMENT	N/A
SITE CHARACTERISTICS	The application site is a brick built commercial premises with a gabled roof form.
CHARACTER OF LOCALITY	The site is located adjacent to the busy roundabout on Hamble Lane. The roundabout also serves a large retail superstore to the north east of the site. There are other commercial uses to the south of the site. The is a large residential development underway to the southwest of the site.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	None relevant to this application	

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
	No letters of representation have been received

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Highway Engineers	No objection

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POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

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

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

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

COMMENT ON CONSULTATION RESPONSES

COMMENT ON REPRESENTATIONS RECEIVED

PLANNING OBLIGATION/CONSIDERATIONS

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:**

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

(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."

Saved Policy 67.BE of the adopted Local Plan requires that advertisements should "not detract from the character of the locality and it is appropriate to its surroundings in terms of design, size, materials, colour, positioning and the extent of existing signage."

The adverts will be located on a prominent location on Hamble Lane. There are a number of commercial premises in the area that also have advertising on and around the premises. During the application process the design and size of the proposed signage has been amended.

The proposed sign will remove the existing 'scattered' signage on the north elevation of the premises. The signage is non-illuminated. The highways engineers have raised no objection to the proposal subject to an appropriate condition that restricts the level of illuminance.

The advertising is also considered to be of an appropriate size, scale and design for this location given the level and size of existing signage within proximity to the site.

Overall therefore, the application raises no concerns with regards to the general amenity and appearance of the area and on balance is considered to meet the requirements of saved Policy 67.BE.

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 application complies with the requirements of policy 67.BE and is therefore recommended for approval.

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