REF. NO.A/15/76552

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 5no. externally illuminated fascia signs, 1no. non-illuminated fascia sign and 1no. non-illuminated 3.5m high totem sign 47 - 57 High Street West End Southampton SO30 3DQ

SITE VISIT DATE 11 June 2015

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

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes. A site notice advertising the proposals in the public interest was also displayed at the site.

THE SITE AND ITS SURROUNDINGS	
DESCRIPTION OF APPLICATION	The application seeks consent for the display of the advertisements as listed in the above description. On the date of the Case Officer's site visit it was noted that all but the illuminated fascia sign proposed on the eastern side elevation of the building (at the High Street end) were already in place.
SITE AREA	Approximately 0.6ha.
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	The site as a whole slopes down from west to east and from north to south with the building's frontage being set at a lower level than the highway (High Street).
TREES	There will be no trees affected by the proposals.
BOUNDARY TREATMENT	The site is fairly open onto the High Street to the front with a mixture of walls, planting and fencing surrounding certain sections of the boundaries of the supermarket's car park to the rear.
SITE CHARACTERISTICS	Existing Asda supermarket situated within West End Village Centre to the northern side of the High Street. The supermarket occupies the ground floor of the building with office uses above. There is a variety of illuminated and non-illuminated signage currently present on the building.
CHARACTER OF LOCALITY	The site falls within a designated Shopping Area with this section of the High Street being made up of a mixture of commercial uses including retail stores, a public house, estate agents and a vehicle dealership. There are residential properties to the west, north and east of the supermarket site within Lower New Road and Chapel Road respectively.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/11/69103	Change of use of former social club (Class D2) to Class A1 (Retail) and amalgamation	PERMIT – 17/10/2011

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	of existing foodstore to create single Class A1 unit (1151sqm of retail floorspace) with alterations to existing car parking, landscaping and cycle storage.	
A/11/69679	Display of internally illuminated signage	CONSENT TO ADVERT DISPLAY – 31/10/2011
F/14/74978	Replacement of existing security shutters	PERMIT – 07/10/2014
F/15/75935	Erection of canopy to service entrance yard & smoking shelter	PERMIT – 13/03/2015
A/15/76079	Display of 1no. Externally illuminated fascia sign, 1no. Non- illuminated fascia sign, 1no. Non-illuminated totem sign and 15no. Window vinyls	CONSENT TO ADVERT DISPLAY – 16/04/2015

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
West End Parish Council	*The committee felt It unnecessary to have this amount of illuminated lighting and had concern this application should be retrospective as the lights are already in place.*
Head of Transportation and Engineering	*No objection subject to the imposition of a condition limiting luminance levels of the proposed signage and to ensure that no light source is visible from the highway.*

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Designated Shopping Area

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

Eastleigh Borough Local Plan Review (2001-2011), 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. Policy DM1.

NATIONAL PLANNING POLICY GUIDANCE

National Planning Policy Framework

POLICY COMMENTARY

The above policies combine to form the criteria against which this application will be assessed with

POLICY COMMENTARY

particular regard to the impact of the proposed signage on the visual amenity of the area, as well as both public and highway safety.

COMMENT ON CONSULTATION RESPONSES

The comments made are noted and are responded to where appropriate in the below assessment of the proposals.

COMMENT ON REPRESENTATIONS RECEIVED

None received.

PLANNING OBLIGATION/CONSIDERATIONS

There are no planning obligations requirements associated with this application.

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Legislation:

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;

(a) In the case of public safety:
(i) The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;
(i) 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."

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 impacts.

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,

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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 applicable parts of which require new development to not 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 the Proposal:

Impact on Amenity and Character of the Area:

The application is deemed to accord with the provisions of Saved Policy 67.BE of the adopted Eastleigh Borough Local Plan 2001-2011 in this respect. The proposals are to replace and update existing signage that is currently or was until recently present on the building. They also vary the design of a number of the advertisements that were approved under application reference A/15/76079 in April of this year. In this regard it is considered that the signs will have no significantly greater or unacceptable impact upon either visual amenity or the character of the area than the existing or previously approved arrangements.

Whilst the comments of West End Parish Council are noted with regards to the illuminated signage, again these signs are replacements for those currently or previously in place on the premises and it is not therefore considered that the application could be reasonably refused on the grounds of any increased or undue resulting harm to visual amenity.

Public and Highway Safety:

It is not considered that the proposed advertisements will have a detrimental impact on either public or highway safety. Whilst the application form states that the signs will be illuminated to a level which exceeds that specified by the Council's Head of Transportation and Engineering, following the raising of this issue with the applicants they have provided written clarification that the luminance of the signs will actually be between 100 and 500cd/m2 and as such below the 600c/m2 maximum limit which the Head of Transportation and Engineering has requested be imposed by way of condition. Such a condition will be added to the decision notice with this also stipulating that no light source shall be visible from the highway, this being in the interests of amenity and highway safety.

Overall, for the reasons stated above, the proposals are considered to comply with the above specified development plan policies, national planning policy guidance and legislation.

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

REF. NO.A/15/76552

CONCLUSIONS

It is recommended that advertisement consent be granted.