REF. NO.A/14/74834

ADVERTISEMENTS REPORT

DESCRIPTION	-	Display of 1no. Internally illuminated fascia sign, 1no. Non-illuminated vertical fascia sign, 1no. Part internally & part externally illuminated communication wall, 1no. Internally illuminated entrance statement sign, 1no. Internally illuminated pylon sign & 1no. Internally illuminated directional sign
ADDRESS		Sparshatts Of Botley Ltd Broad Oak Botley Southampton SO30 2EU

SITE VISIT DATE 02 September 2014

ARE PLANS ACCURATE? It is considered that sufficient information has been provided to allow for the consideration of the planning application.

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application seeks consent for the display of the advertisements as set out in the above description. The existing adverts present on the property frontage, as well as the freestanding totem sign along the front boundary, are to be removed as part of the proposals.
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	The site slopes down from north to south.
TREES	There will be no trees affected by the proposals.
BOUNDARY TREATMENT	The site has an open frontage onto Broad Oak to the north. The south-western boundary of the site is marked by a mixture of timber fencing, planting and mature trees.
SITE CHARACTERISTICS	Sparshatts of Botley is an existing and established car dealership situated on the southern side of Broad Oak. The part of the site to which this application relates contains a single two-storey building which serves as a dealership for the Skoda brand, with this being surrounded by hardstanding which provides for parking for display vehicles, staff and customers. The premises currently has signage to its front and side elevations as well as having a single large freestanding totem sign along its northern boundary.
CHARACTER OF LOCALITY	The site falls within designated countryside and local gap. There are residential properties which border the dealership site to its east, west and southern sides.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/13618/012	Display of 5 fascia signs, 1 totem sign, 2 post mounted signs & 1 twin pole sign (all illuminated)	REFUSE TO CONSENT TO THE DISPLAY – 13 DECEMBER 1990

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RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/13618/013	Display of internally illuminated fascia and pylon signs	CONSENT TO ADVERT DISPLAY – 29 APRIL 1999
A/13618/014	Display of 3no. internally illuminated fascia signs, 1no. internally illuminated projecting sign, 1no. non-illuminated free standing sign with internally illuminated logo, 1no. internally illuminated wall sign and 1no. externally illuminated wall mounted sign.	CONSENT TO ADVERT DISPLAY – 13 OCTOBER 1999
A/05/53861	Display of 4no. internally illuminated fascia signs, 1no. internally illuminated wall mounted sign, 1no. internally illuminated 6m high totem sign & 6no. non-illuminated wall mounted signs.	CONSENT TO ADVERT DISPLAY – 15 JUNE 2005
A/10/67056	Retrospective: Retention of 6no. internally illuminated fascia signs & 3no. internally illuminated totem signs.	CONSENT TO ADVERT DISPLAY – 12 AUGUST 2010
A/12/70301	Display of 3no. internally illuminated & 2no. non-illuminated fascia signs & 2no. illuminated & 7no. non-illuminated free standing signs	CONSENT TO THE ADVERT DISPLAY – 02 MAY 2012
Relevant current application		
F/14/74833	Erection of single storey rear extension, repositioning of front entrance & entrance steps & re-positioning of fire escape stairs on rear elevation, elevational alterations to include addition of metal cladding & alterations to car parking layout.	CURRENT APPLICATION - UNDETERMINED

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
19 Cobbett Way, Botley	*Objection on the following grounds:* *The company should not be given any more planning permissions until they find adequate parking facilities for their employees vehicles which are causing problems in the residential area of Cobbett Way located close to their premises.*

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Botley Parish Council	*Objection to the size and position of the totem style sign. The A334 is a busy main road, the proposed position for the totem sign is close to the apex of a bend and on the brow of a hill. Members were concerned about the brightness of the light affecting drivers' vision when approaching the site, particularly at night on the east bound side of the road.* *A restriction was requested to limit illumination to 0700hrs to 2100hrs in the interest of the amenity and character of the area.*

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CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
	A restriction to the luminance of the totem sign was also requested in the interest of highway safety.
Head of Transportation and Engineering	*No objection subject to the imposition of a condition to limit luminance to 600cd/m2 in the interests of highway safety and amenity.*

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Local Gap Outside Built-up Area Boundary Within Designated Countryside Within Flood Zone 2 and 3

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, (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 and guidance combine to form the criteria against which this application will be assessed with particular regard to visual amenity and character of the area, as well as public and highway safety.

COMMENT ON CONSULTATION RESPONSES

The responses received are noted and responded to where appropriate in the below assessment of the proposal.

COMMENT ON REPRESENTATIONS RECEIVED

Whilst the comments of the occupiers of No. 19 Cobbett Way are noted, this application seeks approval for the consent to display advertisements which will not impact upon staff parking arrangements for the premises; as such the matters raised are not considered to be material in the determination of this application.

PLANNING OBLIGATION/CONSIDERATIONS

There are no planning obligation requirements associated with this application.

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Legislation:

REF. NO.A/14/74834

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;

(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 applications for advertisements and signs will only be permitted if they meet all of the following criteria: (i) they do not detract from the character of the area and are appropriate to their surroundings in terms of design, size, materials, colour, positioning, and the extent of existing signage; (ii) if illuminated, the amount of illumination does not detract from the character of the locality; (iii) they do not create a risk to public safety; and (iv) the site is not in a conservation area, where Saved Policy 172.LB applies.

Assessment of the Proposal:

Impact on Amenity and Character of the Area:

The proposals are considered to be acceptable in this regard. The signage proposed to be displayed on/to the front of the building is sympathetic to the visual appearance of the premises and will not be overdominant of its principal elevation. It will also serve as a means of refreshing a building which currently appears somewhat visually tired in terms of its appearance.

The proposed totem sign will replace an existing similar sign adjacent to the highway that is of a slightly greater height (4.95m) and is such considered to be acceptable in terms of both its siting as well as its design. Whilst the directional sign will introduce a further freestanding advertisement to the frontage area of the dealership, given its modest height of 1.95m and its slightly recessed positioning from the highway, it is not considered that this is unacceptable or in conflict with the requirements of Saved Policy 67.BE of the adopted Local Plan.

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Owing to the site falling within designated countryside and being in close proximity to neighbouring residential properties, it is considered both reasonable and necessary in the interests of amenity and the protection of the character of the area, to restrict the hours of luminance of the signage proposed. This is consistent with similar conditions imposed upon the consent for the existing signage on this premises (A/10/67056) as well as the more recent consent for the signage on the adjacent Nissan dealership (A/12/70301). In the interests of consistency, the hours stipulated on the latter of these will be replicated on this consent.

Public and Highway Safety:

It is not considered that the advertisements will have any detrimental impact on either public or highway safety. Whilst the comments of Botley Parish Council are acknowledged in respect of the totem sign, this will be positioned in a similar position to an existing illuminated sign which is of a similar type and height (4.95m) and which is to be removed as part of the proposals. As such, it is not considered that the impact of this particular sign upon highway safety will be notably greater than the current situation and the Council's Head of Transportation and Engineering has raised no objections to the application on these grounds or in relation to the other signage proposed. A condition limiting the luminance levels of the signage and to ensure that no light source is visible from the highway will, however, be imposed as recommended.

Overall, for the reasons as stated above, the proposals are considered to be contrary to the relevant 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

It is recommended that advertisement consent be granted.