REF. NO.A/17/79942

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 2no externally illuminated fascia signs, 2no. externally illuminated hanging signs, 1no. internally illuminated menu case, 2no. non-illuminated entrance signs and 5no. LED flood lights. The Dolphin9 High Street Botley Southampton SO30 2EA

SITE VISIT - Yes

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 proposal seeks consent for the following advertisements: <u>Front Elevation</u> • 1no. fascia sign displaying the house name letters in hague blue directly on the brick building. The letters are 0.4m high and centrally positioned between the first and second floor. The sign is 4.1m wide. • 4no. LED flood lights in black located at the top of the building and angled down to illuminate the house name. The flood lights each measure 0.225m(w) by 0.13m(d) by 0.185m(h) and are 27.30cd/m2. • 1no. hanging pictorial sign displaying logo and lit by trough lights. The sign is located near to the side access road and measures 1m(w) by 1m(h), projecting 0.04m from the building. • 1no. non illuminated wall mounted sign over the entrance door with the word welcome in hague blue lettering. The letters are 0.19m high. • 1no. internally illuminated menu case located next to entrance. The menu case measures approximately 0.512m(w) by 0.05m(d) by 0.395m(h). <u>Eastern Side Elevation</u> • 1no. wall mounted gable sign with blue/ grey logo and text on an off white background. The sign measures 3.12m(w) by 2.43m(h). • 1no. LED flood lights in black angled to illuminate the gable sign. The flood light measures 0.225m(w) by 0.13m(d) by 0.185m(h) and are 27.30cd/m2. • 1no. hanging pictorial sign displaying logo and lit by trough lights. The sign is half way along the building and measures 0.62m(w) by 0.62m(h) projecting 0.04m from the building. • 1no. non illuminated wall mounted sign over the entrance door with the word welcome in hague blue lettering. The letters are 0.14m high.
SITE AREA	760m2
TOPOGRAPHY	Relatively flat
TREES	None affected
BOUNDARIES	Building opens straight onto pavement at front and access at side.
SITE CHARACTERISTICS	The application site is a public house on the ground floor with residential accommodation above. The building is Grade II Listed and

REF. NO.A/17/79942

THE SITE AND ITS SURROUNDINGS

	has five storeys (including cellar) with a sash windows and two pillars on the front elevation. The front elevation is thought to date back to the 1700's the additions to the rear are Victorian.
CHARACTER OF LOCALITY	The proposal is located fairly centrally within the Botley village centre. The building is positioned on the southern side of the high street adjacent to the Hall. The area has a mixture of uses including shops, cafes restaurants, offices and residential all with their own signage.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
L/17/79943	Listed Building Consent: Display of 2no externally illuminated fascia signs, 2no. externally illuminated hanging signs, 1no. internally illuminated menu case, 2no. non-illuminated entrance signs and 5no. LED flood lights.	Under consideration
L/17/79818	Listed building: Internal alterations to ground floor, first floor and second floor *(work currently being undertaken)*	Grant March 2017
L/14622/010/00	Listed building: display of illuminated and non illuminated signs	Grant 2002
A/14622/009/00	Display of illuminated and non illuminated signs	Grant 2002
A/14622/008/00	Display of illuminated and non illuminated signs	Part Allow 2001
A/14622/006/00	Display of illuminated signs	Refuse 2000
L/14622/004/00	Listed building consent: removal of existing signage and installation of new signage with light fittings	Grant 1997
A/14622/003/00	Display of illuminated signs on front and side elevations	Grant 1997
A/14622/001/00	Erection of non illuminated and illuminated signs on side and front elevations	Grant 1991

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Parish Council	No objection
Transportation Officer	No highway objection subject to luminance levels as set out in I02: The illumination of the consented sign(s) shall be no greater than 600 candela per square metres and no light source shall be visible from the highway.
Implementation & Design Officer (Conservation & Architecture)	Over recent years this property has looked progressively more sad in spite of repainting the windows some years ago. The current change of ownership with the rebranding and refitting of the building will give a much needed uplift to one of the most prominent buildings in the Square

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
	at the centre of the conservation area. This scheme for signage and lighting is better suited to the building and will give it a more sophisticated presence on the street which is most welcome. There is extensive wiring and cabling adorning the outside of this building, particularly the facade which I trust will be rationalised as much as possible while the refit is being carried out. This revitalising of this building, due to its prominence in the street, will have a significant effect on the whole feeling of Botley Square which is supported by the similar improvement recently carried out to the other 'watering hole' in the Square almost opposite. Long may the two survive healthily.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Botley Conservation Area Listed Building Grade II Within Shopping Area

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

Eastleigh Borough Local Plan Review (2001-2011), saved policies: 67.BE, 172.LB & 174.LB

Submitted Eastleigh Borough Local Plan 2011 - 2029, July 2014: DM1 & DM10 (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.

COMMENT ON CONSULTATION RESPONSES

Noted

COMMENT ON REPRESENTATIONS RECEIVED

N/A

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:-

REF. NO.A/17/79942

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

"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."

ASSESSMENT

The size and extent of the signage is in proportion to the building and its design will complement the appearance of the grade II listed public house and give it a more sophisticated presence on the street. The flood lights are already present on the building and are positioned to cast light over the main signs with limited over spill. No objection has been raised by the Council's Transport Officer on highway safety grounds and the recommended conditions will be applied.

The building has changed ownership and the signage and previously granted internal works are part of refitting and rebranding of the building. The proposal will revitalise the tired grade two listed building and provide a much needed uplift to one of the most prominent buildings in the Square. This along with other changes within the square will have a significant positive impact on the feeling of Botley Village Centre and the wider Conservation Area. On this basis Council's Implementation & Design Officer is supportive of the proposal.

The development is considered to comply with Saved Policies 59.BE, 172.LB & 174.LB of the Eastleigh Borough Local Plan (2001-2011).

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

Recommend Grant Advertisement Consent