REF. NO.A/12/70753

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 4No. Internally illuminated fascia signs and 1No. Internally illuminated projecting sign Unit 25 The Swan CentreWells Place Eastleigh SO50 5SG

SITE VISIT DATE 27/04/12

ARE PLANS ACCURATE? Y

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Y

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	As above.
SITE AREA	196 sq m
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	Flat site
TREES	None affected by this application.
BOUNDARY TREATMENT	N/a
SITE CHARACTERISTICS	Commercial unit, part of the Swan Centre. Corner unit adjacent to main entrance to Swan Centre, access from street.
CHARACTER OF LOCALITY	Eastleigh Town Centre.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/12/70714	Change of use from A2 to A1/A3 coffee shop	Awaiting decision

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	No comments received
OTHER	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
ENG	No objection, recommend condition GN11

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Eastleigh Town Centre, Core Zone

DEVELOPMENT PLAN POLICIES

REF. NO.A/12/70753

DEVELOPMENT PLAN POLICIES

Eastleigh Borough Local Plan Review (2001-2011): 67.BE

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 particular regard to design, character of locality and public safety

COMMENT ON CONSULTATION RESPONSES

No objection raised, can impose the condition with regard to luminance

COMMENT ON REPRESENTATIONS RECEIVED

n/a

PLANNING OBLIGATION/CONSIDERATIONS

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:-

"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."

The advertisements, which are already in situ, are typical of what is seen in the vicinity and what would be expected on this type of unit. They are not intrusive and do not pose a risk to public safety. The advertisements therefore comply with policy 67.BE of the Local Plan, which requires new adverts to be appropriate to the character of its locality, if illuminated, not detract

REF. NO.A/12/70753

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

from that character and not to create a risk to public safety.

OTHER MATERIAL CONSIDERATIONS

It is considered that there are no other material considerations to warrant a decision otherwise than in accordance with the Development Plan and/or legislative background.

CONCLUSIONS

Recommend advert consent, subject to condition.