REF. NO.A/13/73526

ADVERTISEMENTS REPORT

DESCRIPTION/ ADDRESS	-	Display of 1no. non-illuminated free standing sign Hedge End Business CentreBotley Road Hedge End Southampton SO30 2AU

SITE VISIT DATE 8/11/2013

ARE PLANS ACCURATE? yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	The application is for the erection of a double sided non illuminated free standing sign measuring 1.85m in height, 65cm wide and 10cm deep. The structure will be finished in brushed aluminium with black text of 75mm in height. The sign will be located in front of the existing front boundary wall and within landscaped area where a hedge of 1.2m (approx) in height is situated. The proposal will therefore involve the removal of a small part of this hedge.
SITE AREA	n/a
RESIDENTIAL DEVELOPMENT DENSITY (NET)	n/a
TOPOGRAPHY	The site is level
TREES	No trees affected
BOUNDARY TREATMENT	Front boundary comprises a 1m high brick wall will dense hedge of 1.2m (approx) in front.
SITE CHARACTERISTICS	The site comprises a two storey business centre the footprint of which runs along the boundaries of the site. The building is subdivided into various units with ancillary parking both to the front of the building and within a parking courtyard within the centre of the site. A non illuminated sign in the form of lettering on the brick entrance splay currently advertises the presence of the site however this sign faces the west only. This does not appear to benefit from advertisement consent.
CHARACTER OF LOCALITY	The site is located within an area characterised by retail, commercial and industrial uses. No. 38 is a residential use with the forecourt operating with permission for the display and sale of vehicles. There are several free standing non illuminated signs in the immediate locality which form part of the character of the area.

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
Z/40020/001/00	ERECTION OF 9 NO. TWO STOREY BUSINESS UNITS [USE CLASS B1(A),(B) AND (C)] FOLLOWING DEMOLITION OF	Permit 04/06/2004

REF. NO.A/13/73526

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
	EXISTING BUILDINGS WITH SHARED ACCESS FROM BOTLEY ROAD	
F/13/73469	Repositioning of kerb and reconfiguring of parking layout to allow formation of two additional parking spaces	Currently under consideration
No. 40 Botley Road		
F/13/73471	Removal and replacement of side boundary wall and reconfiguration of parking area to form two additional parking spaces	Currently under consideration

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	none
OTHER	None received

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
HEG	No objection
ENG	No objection: The sign is set back past 2.4m, and so will not encroach on the visibility splays. Additionally, there is no issue with luminance, as the sign is stated to be non-illuminated.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within designated industrial area

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

Eastleigh Borough Local Plan Review (2001-2011) saved policy 67.BE
Revised Draft Eastleigh Borough Local Plan 2011-2029 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

COMMENT ON CONSULTATION RESPONSES

No comments

REF. NO.A/13/73526

COMMENT ON REPRESENTATIONS RECEIVED

No comments

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 proposed sign would not be illuminated and would provide a much clearer understanding of the location of the business centre noting that the existing signage faces a westerly direction only. The sign in terms of its size and design would not sit out of place in this location where other commercial properties in the immediate area have non illuminated trees standing signage. The proposed finish of the sign, brushed aluminium, is not considered to be to be unduly dominant. The application will involve the removal of some of the hedging where the sign in located. A condition is attached which requires any hedging removed in the process of erecting the sign to be replanted before the end of the following planting season from the date the sign is erected.

In terms if public safety, the sign is set back past 2.4m, and so will not encroach on the visibility splays. Additionally, there is no issue with luminance, as the sign is stated to be non-illuminated.

OTHER MATERIAL CONSIDERATIONS

Also of relevance is theRevised Draft Eastleigh Borough Local Plan 2011-2029. 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.

REF. NO.A/13/73526

CONCLUSIONS

The recommendation is to grant consent for the display of the advertisement as proposed.