ADVERTISEMENTS REPORT

DESCRIPTION	Display of 1no. double sided externally illuminated free standing sign to front
ADDRESS	144 Bournemouth Road, Chandler's Ford, SO53 3AL

SITE VISIT DATE 5/1/16

ARE PLANS ACCURATE? Amended plans have been sought as an illustration shows the sign encroaching onto the highway

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	• The application is proposing display of 1no. 2.5m high free standing externally illuminated free standing sign.
TOPOGRAPHY	• Downward slope as approaching the building
TREES	• NA
BOUNDARY TREATMENT	• Open frontage with a hedge to one side
SITE AND AREA CHARACTERISTICS	• The application site contains a two storey semi-detached building which is a dental surgery • There is a small forecourt which has a ramp for disabled access • There is parking at the rear • This section of Bournemouth Road is relatively mixed with both residential and commercial uses on either side of the road

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/10/68274	Erection of internally illuminated free standing sign	Granted 13/1/2011

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/10/67261	Erection of 2No. externally illuminated fascia signs – one to the frontage and one to the SW elevation	Granted 16/7/2010
F/09/65839	Change of use from retail tool hire and sales shop (A1) with associated first floor offices to dentist surgery (D1).	Granted 6/11/2009

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
142 Bournemouth Road	The sign will be visible from our house and if left illuminated at night will be even more intrusive. Would accept a sign lower than the hedge height with low level illumination.

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Highways	Objection, the sign is located roadside on a busy road and as such the intermittent flashing nature of the sign could be a distraction. Additionally, the southern part of sign appears to be positioned beyond applicants ownership on highway land beyond plot legal boundary and so constitutes a highway obstruction.

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established Residential Area

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

Eastleigh Borough Local Plan Review (2001-2011) saved policies 59.BE & 67.BE
Revised Pre-submission Eastleigh Borough Local Plan (2011-2029) Policy DM1

NATIONAL PLANNING POLICY GUIDANCE

National Planning Policy Framework: Paragraph 67 states: 'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

POLICY COMMENTARY

The above policies combine to form the criteria against which this application will be assessed with particular regard to the impact of the proposed signage on the visual amenity and character of the area, as well as issues of highway safety.

COMMENT ON CONSULTATION RESPONSES

These will be addressed in the report.

COMMENT ON REPRESENTATIONS RECEIVED

These will be addressed in the report.

PLANNING OBLIGATION/CONSIDERATIONS

NA

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."

Planning permission was granted in 2011 for a 1.8 metre tall internally illuminated free standing sign, as the five year expiry period is approaching the applicant is seeking consent for this sign. The proposed sign would increase in size by 0.7 metres taller from 1.8 metres to 2.5 metres, as well as in width from 0.8 metres to 1.9 metres, and to have the illuminance to be intermittent.

There is concern with the proposal owing to the increased height, width and nature of illumination proposed, with regards to highway safety and impact upon the occupiers of

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

142 Bournemouth Road. The Head of Engineering and Transport has raised an objection stating that the intermittent flashing nature of the sign could be a distraction. There are a number of commercial properties which have free standing signs on their forecourts, but there are noticeable difference in site circumstances, firstly the forecourts are bigger and the set back from the highway is greater and so where a sign is taller it sits comfortably on site.

Very few signs are illuminated, in fact the Beefeater has a downlight, the Audi garage's signs are illuminated as is the petrol station, and are static with no residential neighbours eitherside. Number 142 is the other pair of the semi-detached property and is residential, the occupiers have objected to the proposal, owing to visibility and illumination, which would be intrusive.

The proposed sign has been on shown on a drawing to encroach onto the highway, amended plans were sought but have not been submitted. Therefore there is an issue as the land does not form part of the applicants land, and could potentially have impact upon pedestrian safety as it could be an obstruction.
It is considered that the illuminated sign owing to its overall scale and mass and intermittent illumination would have demonstrable to highways safety and to the amenity of these occupiers.

OTHER MATERIAL CONSIDERATIONS

Also of relevance is the Revised Pre-submission 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.

CONCLUSIONS

1) The display of 1no. double sided externally illuminated free standing sign to front, due to its siting, size and intermittent illumination would pose a risk to highway safety. As such the proposal is contrary to Saved Policy 67.BE of the Eastleigh Borough Local Plan Review [2001-2011].

2) The display of 1no. double sided externally illuminated free standing sign to front, due to its siting, scale, mass and intermittent illumination would have unacceptable harm to to the amenity of 142 Bournemouth Road. As such the proposal is contrary to Saved Policy 67.BE of the Eastleigh Borough Local Plan Review [2001-2011].