REF. NO.«AltRef»78592

ADVERTISEMENTS REPORT

DESCRIPTION	Display of 1no. internally illuminated fascia surround (retrospective)
ADDRESS	Chickenhall Service Station, Bishopstoke Road, Eastleigh, SO50 6AF

SITE VISIT DATE	4/7/16
ARE PLANS ACCURATE?	Yes
HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED?	Yes

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	• The application is proposing the retention of ATM fascia surround which is internally illuminated
TOPOGRAPHY	• NA
TREES	• NA
BOUNDARY TREATMENT	• Open site
SITE CHARACTERISTICS	• The site contains a petrol station on Bishopstoke Road on a busy junction with a roundabout • The area is characterised with a mix of residential and large industrial units

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/16/78591	Installation of A.T.M & relocation of existing security bollards (retrospective)	Under consideration
A/07290/021/00	Erection of illuminated signs	Granted 20/04/1988
A/07290/013/00	illuminated fascia box sign	Refused 14/5/1979
A/07290/025/00	Display of building fascia signs - canopy fascia signs - monolith sign with internally illuminated replacements and siting of 4 flag poles on Bishopstoke road frontage	Granted 13/9/1999

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RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/07290/020/00	Display of illuminated signs	Refused 6/5/1986
A/07290/018/00	Illuminated box sign affixed to shop wall	Granted 3/7/1981
A/07290/017/00	2 illuminated and 1 unilluminated box signs affixed to canopy	Granted 27/5/1981
A/07290/015/00	Illuminated sign affixed to pole	Granted 15/12/1980

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
NIL	

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary Within Established Residential Area SAC, SPA, Ramsar Barton Park 56.BE, 57.BE Existing employment sites 117.E Redevelopment of existing sites 118.E

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

Eastleigh Borough Local Plan Review (2001-2011) Policy & 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

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POLICY COMMENTARY

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

It is not considered necessary to request amended plans as the free standing sign would be located at the same position as the existing.

COMMENT ON REPRESENTATIONS RECEIVED

NA

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;**

(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."

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

The application is proposing the retention of ATM fascia surround which is internally illuminated. From a recent site visit it was noted that no harm has arisen and the proposal is characteristic of petrol stations and owing to its containment on site, no harm has arisen to highway safety.

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

The 1no. internally illuminated fascia surround has not resulted in adverse impact to highway safety or indeed the surrounding area and is in accordance with policy and therefore is acceptable.