REF. NO. A/17/80449

ADVERTISEMENTS REPORT

APPLICATION NO.	A/17/80449
DESCRIPTION	Display of 6no. floodlit freestanding flag signs, 3no. internally illuminated fascia signs, 2no. internally illuminated totem signs, 1no. internally illuminated hanging sign
SITE ADDRESS	1 Stoneycroft Rise, Chandler's Ford, Eastleigh, SO53 3YU

SITE VISIT DATE 17/8/2017

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? Yes SN posted 20/6/2017

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	• The application is 6no. floodlit freestanding flag signs, 3no. internally illuminated fascia signs, 2no. internally illuminated totem signs, 1no. internally illuminated hanging sign • The six floodlit freestanding flags will be 8.1 metres in height, 0.9 metre in width • The three internally illuminated fascia signs will vary in dimensions, sign 2 will be 7.1 metres in width, 1 metre in height • Sign 3 will be 8.2 metres in width, 1 metre in height • Sign 4 and 9 are to be replaced and will be 10 metres in width, 1 metre in height • The one internally illuminated hanging sign will be 3 metres in width, 1 metre in height
SITE AREA	• 0.14 hectares
TOPOGRAPHY	• Part of the site at Chestnut Avenue sits at an elevated position from the highway • From Stoneycroft Rise
TREES	• No trees will be affected
BOUNDARY TREATMENT	• Low post and rail fence around parking area
SITE CHARACTERISTICS	• The application site contains a two storey BMW car showroom occupying a prominent corner site of Chestnut Avenue roundabout, and a Mini showroom sits within the application site to the west • The showroom also has a body repair area to the rear and a workshop • There is parking which is a mix of customer parking and external car displays around the site

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THE SITE AND ITS SURROUNDINGS

CHARACTER OF LOCALITY	• Stoneycroft Rise contains three four storey research businesses/offices • To the rear of the site there is Eastleigh household and waste recycling centre

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
F/17/80440	Amendment to planning permission F/15/77150 to provide ground floor office extension	Permit 14/9/2017
F/17/80450	Extension of showroom and reconfiguration of car display and customer parking layout	Permit 14/9/2017
F/15/77150	Car showroom side extenison with the addition of parapets, retaining wall & compound fence & variation of condition 4 relating to planning permission F/05/55718 to allow alterations to parking (amended description)	Permit – 25/11/2015
F/11/68803	Conversion of part of showroom into handover space and construction of new linking corridor.	Permit - 13/05/2011
F/07/59845	Erection of timber post and rail fence along frontage to Mini showroom	Permit – 12/06/07
A/05/55746	Display of 2No. Fascia signs, 4No. Free standing signs, 2No. Directional signs and 6No. Flags all illuminated	Permit – 27/01/06
F/05/55718	Erection of freestanding car showroom, extension of existing car showroom to provide additional display area, erection of new link and cycle store together with associated parking and internal access arrangements	Permit – 27/01/06
A/35313/006/00	Display of non-illuminated banner sign fronting chestnut avenue	Permit – 06/05/03

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received	

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT

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REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
None received	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Parish	No comments received
Engineers	No comments received

POLICY CONTEXT

DESIGNATION APPLICABLE TO SITE
Within Built-up Area Boundary

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

Eastleigh Borough Local Plan Review (2001-2011), saved policy 67.BE
Submitted Eastleigh Borough Local Plan 2011 - 2029, July 2014, policy DM1 (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: 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 and guidance 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

NA

COMMENT ON REPRESENTATIONS RECEIVED

NA

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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."

Impact upon the Character and Appearance

Saved Policy 67.BE of the adopted Local Plan requires that advertisements should "not detract from the character of the locality and it is appropriate to its surroundings in terms of design, size, materials, colour, positioning and the extent of existing signage."

A number of signs are proposed as what appears to be re-branding of the existing car showrooms, many of the signs will be replacements with updated brand imaging with a number of new signs. The signs would be well designed, of very good standard and would not result in undue harm to the surrounding area and are therefore acceptable.

Highways

Illuminated signs are conditioned so that the level of luminance does not exceed 600cd/m, in the interest of highway safety. The application states that the level of luminance will be 650cd/m and the balance is to establish whether the additional luminance would have such a detrimental impact upon the highway network. The BMW showroom is more prominent owing to its siting within the site boundary and as such the signs on Chestnut Avenue will be more prominent. The showroom sits at an elevated position and set back from the highway by 20 metres, these site circumstances are considered sufficient to ensure that highway safety will not be unduly compromised.

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ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

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 recommendation is permit