REF. NO. A/17/80462

ADVERTISEMENTS REPORT

APPLICATION NO.	A/17/80462
DESCRIPTION	Display of 1 No. internally illuminated fascia sign, 1 No. wall mounted sign, 2 No. internally free standing signs, 1 No. externally illuminated free standing sign (retention)
SITE ADDRESS	Windhover Manor, Providence Hill, Bursledon, Southampton SO31 8DW

SITE VISIT DATE 17/8/2017

ARE PLANS ACCURATE? Yes

HAVE ALL NECESSARY NEIGHBOURS BEEN CONSULTED? SN posted 21/6/17

THE SITE AND ITS SURROUNDINGS

DESCRIPTION OF APPLICATION	• The application is proposing one internally illuminated fascia sign, 1 No. wall mounted sign, 2 No. internally free standing signs, 1 No. externally illuminated free standing sign • The fascia sign is 3 three metres in width, 0.4 metres in height and internally illuminated • The wall mounted sign is 1.6 metres in width, 0.17 metres in height and non-illuminated • The two internally illuminated free standing signs are 2.5 metres in height, 2 metres in width • The externally illuminated free standing sign is 2.9 metres in height, 1.8 metres in width
TOPOGRAPHY	• Slightly uneven but no concern raised
TREES	• None have been affected
BOUNDARY TREATMENT	• Dwarf wall with hedging
SITE CHARACTERISTICS	• The application contains a two storey detached building which is a restaurant • The site is to the south of Windhover roundabout, with parking to the north with a wooded back drop and Tesco opposite
CHARACTER OF LOCALITY	• The immediate surrounding area is not overly built up, residential properties are sporadically spaced to the south • To the north there is a wooded area which gives the site a semi-rural feel

REF. NO. A/17/80462

RELEVANT PLANNING HISTORY

REFERENCE	DESCRIPTION	DECISION
A/14/74638	Display of 2no. internally illuminated fascia signs and 2no. internally illuminated post signs	Granted 30/6/2014

REPRESENTATIONS RECEIVED

SOURCE	SUMMARY OF CONTENT
LOCAL GROUP	NA
OTHER	

CONSULTATION RESPONSES

CONSULTEE	SUMMARY OF RESPONSE
Parish	No comments received

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 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.

REF. NO. A/17/80462

COMMENT ON CONSULTATION RESPONSES

NA

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."

Impact upon the Character and Appearance and Highways

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."

The application site contains an arts and crafts building which was once a public house, and more recently a Harvester restaurant. Miller and Carter are national steakhouses who have taken over the premises and the signage follows their corporate branding. During a recent site visit it was observed how well designed the signage is and not excessive which has avoided any clutter issues which can arise from signage from such establishments.

REF. NO. A/17/80462

ASSESSMENT OF PROPOSAL

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

As the application site occupies such a prominent location on a very busy junction, it is important that the signage is not distracting and the luminance does not impact upon highway safety. Sign D is perhaps the one which is in the most hazardous junction around the site, however the level of luminance at 149cd/m is appropriate and a free standing illuminated sign from the previous business was there which the Local Planning Authority is not aware that any highway incidents have occurred. The condition relating to luminance states that the levels will not exceed 600cd/m, as the application form states 149cd/m the condition will state the same to avoid doubt.

Residential Amenity

The residential properties near the site are sufficiently set away from the site at such distances where there would be no undue harm to the amenity.

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 to permit.