

Our Ref.: 22-00983

11 August 2022

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LONDON
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Dear Sir/Madam,

Re: Town & Country Planning (Control of Advertisements) (England) Regulations 2007 – Consent to Display Advertisement at 60 Market Street, Eastleigh, SO5 5RB.

We write on behalf of {my}dentist ('mydentist') to seek consent to display an advertisement at the site above.

This application has been submitted via the Planning Portal (PP-11470014) on 11 August 2022. This letter in conjunction with the enclosed application form, drawing plan and the requisite planning fee of £132.00 comprises the applicant's advertisement consent planning application package.

The drawing plans consist of the following:

- Site Location Plan– Ref. 21-01952_SLP01;
- Proposed Signage Details – Ref. Eastleigh S050 5RB – Proposed signage; and
- Proposed signage indicative photographs.

In addition to the above enclosed, I would be grateful if you could take the contents of this letter into account in determining this advertisement consent application.

Site and Background

The site comprises a 637sqm Class E unit (formerly A1) located at ground floor level on Market Street within Eastleigh. The unit was previously occupied by 'Peacocks'.

Swan Shopping Centre itself is located to the south end of Market Street. The surrounding area primarily comprises retail and commercial use units, such as Sainsbury's, Boots, Costa Coffee and Superdrug.

The Proposal

The detail of the proposed sign is set out in the table below and on the accompanying plans.

No. of Signs	Dimensions	Description	Illumination Details
1	11.86m x 0.9m	Main Fascia Sign	Non illuminated.
1	3.835m x 2.467m	Vinyl Sign	Non illuminated.
1	4.344m x 2.467m	Vinyl Sign	Non illuminated.

The 1no. main fascia sign will be affixed to the west facing elevation of the building, facing out onto the High Street of Eastleigh. The sign will consist of a 3mm Powder coated aluminum tray with 50mm returns, with the lettering applied in vinyl. The sign will be fixated to the wall via an aluminum angle.

The remaining 2no. vinyl signs will be located on the front elevation of the store (west elevation) and will be applied internally to the windows.

National and Local Planning Policy

National Planning Policy

The Government published the updated National Planning Policy Framework (NPPF) in July 2021. This sets out the purpose of the planning system of achieving sustainable development via three overarching objectives: economic, social, and environmental.

Paragraph 11 of the NPPF requires Local Planning Authorities to apply a presumption in favour of sustainable development during decision-making. This means that authorities should approve development proposals that comply with relevant policies without delay. Where relevant development plan policies are absent or if the policies are out-of-date, planning permission should be granted unless: "(i) the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or (ii) any adverse impacts of doing so would significantly and demonstrably outweigh the benefits when assessed against the policies in this Framework taken as a whole."

In achieving well-designed places, paragraph 136 of the NPPF explains that poorly sited and designed advertisements can affect the quality and character of places. Advertisements should therefore be "operated in a way which is simple, efficient and effective." In line with the provisions of the Advertisement Regulations, it confirms that advertisements should be subject to control only in the interests of 'amenity' and 'public' safety, considering cumulative impacts.

Local Planning Policy

The Local Development Plan for Eastleigh Borough Council comprises the 'Eastleigh Borough Local Plan 2016-2036' was adopted on 25 April 2022. It sets out the policies and plans to guide future development to 2036. The plan contains the Local Plan Policies Document and the Policies Map.

The adopted plan also contains a number of SPDs, with the following document being relevant to the proposed development:

- Quality Places SPD.

The relevant policies are listed below:

Eastliegh Borough Local Plan 2016-2036

- Strategic Policy S1: Delivering Sustainable Development; and
- Strategic Policy S2: Approach to New Development.

The Development Management Policy Document

- Policy DM1: General Criteria for new development.

Assessment

The proposed signage scheme represents an operational requirement for the unit, which is to be imminently occupied by mydentist.

The proposed signage scheme will be designed to a high-quality specification in terms of materials and design. The sign will not 'clutter' the street scene and it will fit in with the local character of the area. The sign is also non illuminated, and therefore there will be no impact on the nearby amenity.

Therefore, the proposed Fascia sign is considered to be in line with Policies S1 and S2 of the Local Plan and the National Policy Principles.

Conclusion

After consideration of relevant national and local planning policies, it is considered that this application for advertisement consent is policy compliant and is therefore acceptable in planning terms. There is therefore a compelling case for the granting of permission without delay.

We trust that the enclosed details are sufficient to enable you to validate the application and look forward to receiving your confirmation in due course. Rapleys will be pleased to address any matters raised through the consultation process.

Should you have any questions or require further information, please contact the undersigned.

Yours sincerely,



Mathew Kettleborough

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Planner

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