



GP PLANNING LTD



PLANNING STATEMENT

APPLICATION FOR ADVERTISEMENT CONSENT

WOODSIDE AVENUE, EASTLEIGH SO50 4ZR

MEIR MEDIA

NOVEMBER 2022

Advertisement Consent Planning Statement		
Eastleigh	Meir Media	M018-03

Revision	Comments	Author	Date
0	Draft for Client Review	CJC/MD	October 2022
1	Final for Submission	MD	November 2022

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APPENDIX 1: List of Suggested Special Conditions

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1 INTRODUCTION

1.1 The Application

- 1.1.1 This application seeks consent to display a digital signage totem to serve the north western approach to Eastleigh at Woodside Avenue, Eastleigh.
- 1.1.2 The proposal is for a single sided, portrait display of 3m wide x 6m high mounted on a supporting pole.
- 1.1.3 This submission includes the following documents and drawings:

Documents

- Planning Statement (this document), and
- Express Consent Application Form

Drawings

- Drawing no. GPP/MM/EAST/22-01 Revision 2 –Site Context Plan
- Drawing no. GPP/MM/EAST/22-02 Revision 1 – Site Location Plan
- Drawing no. GPP/MM/EAST/22-03 Revision 1 - Elevations
- Appendix 1 - Schedule of Suggested Special Condition(s)
- Appendix 2 - Crashmap Accident Reports

Fee

- Paid through the Planning Portal - £132.00.

1.2 The Application Site

- 1.2.1 The application site is located at the MKM Building Supplies site on the frontage to Woodside Road, about 1m to the east of Eastleigh town centre.
- 1.2.2 The proposed totem is readily accommodated within the curtilage of MKM's site, adjacent to Woodside Avenue.
- 1.2.3 The site is not within a Conservation Area or part of a Heritage Asset.

1.3 Adjacent Land-Uses

- 1.3.1 The site is within a commercial/industrial area which is zoned as existing employment use in the Local Plan.
- 1.3.2 On the opposite side of Woodside Avenue is a development granted permission in August 2011 for “Change of use from B1(b) Research and Development to B1(b) Research and Development & B1(c) Light Industry and B8 Warehouse and Distribution” (Ref: F/11/69183).
- 1.3.3 The larger site on the opposite corner of Woodside Road/Woodside Avenue has the benefit of a Lawful Development Certificate (LDC) granted on 18 March 2015 for “Existing use of the building for B8 storage” (Ref: U/15/75753). The smaller site is occupied by Protyre Eastleigh.
- 1.3.4 The railway line forms the southern boundary of the site.

1.4 Application Site History

- 1.4.1 The following applications/decisions relate to the application site. The MKM site is part of an employment development which was granted planning permission in February 2022 for:

Erection of Units 1-4 for flexible industrial use (Use Classes B2 and B8) and Unit 5 for builders’ merchants and external storage, including storage, distribution and ancillary trade counter (Sui Generis Use) (Ref: F/21/9118.

- 1.4.2 The MKM site is the plot adjacent to Woodside Avenue. The permitted site is shown below in Figure 1.

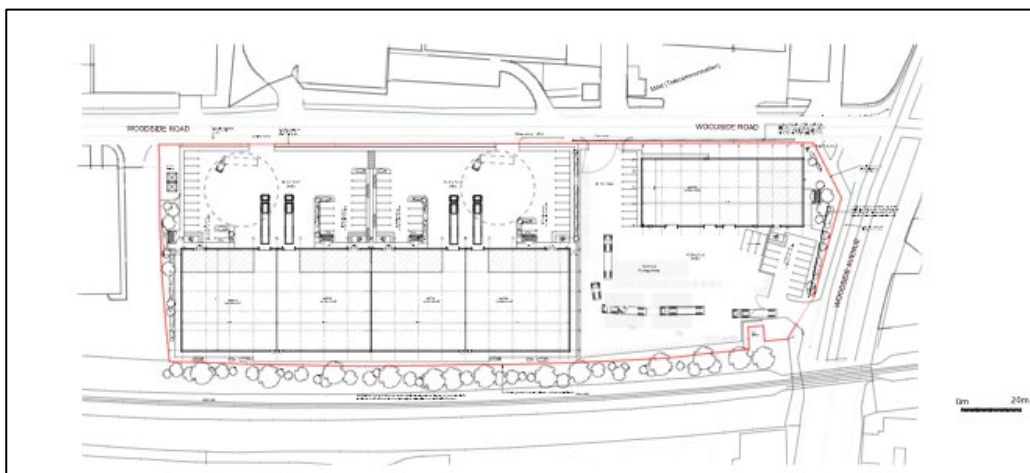


Figure 1: Permitted site area for permission 21/911183

1.4.3 The following permissions which relate to the above are also relevant:

- DC/22/92905: Discharge of condition 3 (construction environment management plan) of planning permission F/21/91183 – 14 June 2022
- DC/22/93188: Discharge of conditions 4 (method statement), 5 (remediation measures) and 6 (remediation works implemented) of planning permission F/21/91183 - 02 August 2022
- DC/22/93706: Discharge of conditions 11 (landscape scheme), 12 (planting plan/method statement) and 13 (LEMP) of planning permission F/21/91183 – 21 October 2022

2 The Proposal

- 2.1.1 The owners of the site wish to improve the delivery of advertising to the area allowing sustainable, relevant, locally focused and timely messaging rather than the display of fixed, often non-relevant national advertisements.
- 2.1.2 This proposal is part of a national shift towards the use of digital signage by the out of home advertising industry, positively contributing towards both sustainable and flexible advertising.
- 2.1.3 Elsewhere in the Country they have seen the benefit of this flexibility, which can include public messages and the more ready display of non-commercial adverts during void periods.
- 2.1.4 The proposal is for a north/south facing display of 3m wide x 6m high made of steel and glass, mounted on a supporting pole. The total elevation above ground level would be 7.2m. (See drawing GPP/MM/EAST/22/03 Revision 1 for elevational details of the sign).
- 2.1.5 The display would present a range of static advertisements, each lasting for 10 seconds. The change between each advertisement would be almost instantaneous with no animation or special effects.
- 2.1.6 Recognising the illuminated nature of the proposed display, the advertisement would adopt levels recommended by the Institute of Lighting Professionals ('The Brightness of Illuminated Advertisements' PLG05, 2015). That report recommends a maximum luminance level of 300 candelas/sqm in medium district brightness areas at night (there is no maximum limit for periods during the day). A suggested draft condition to reflect this is included at Appendix 1.

Advantages

- 2.1.7 The use of digital technology allows the proposed display to be operated remotely. This materially reduces vehicle movements to manage the signage, with only periodic inspection and servicing being required.
- 2.1.8 Digital images also completely remove the requirement to print, glue and dispose of over several hundred square meters of paper in a typical year when compared to analogue (paper & paste) posters.

3 Planning Policy

3.1 National Legislation

- 3.1.1 The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 3.1.2 Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, as far as they are material. The National Planning Policy Framework under paragraph 132 reiterates the need for assessment to be conducted only in the interests of amenity and public safety, taking account of cumulative impacts.
- 3.1.3 National guidance provides further clarification and identifies that the regime for advertising consent should be a lighter touch than the system for obtaining planning permission for development.

3.2 Local Planning Policy

- 3.2.1 The Development Plan for the area comprises:
- Eastleigh Brough Local Plan, adopted April 2022 (EBLP)
 - Hampshire Minerals and Waste Plan adopted October 2013 (MWP)
- 3.2.2 The site lies within an existing employment area (coloured pink) as shown on the on-line policies map (see Figure 2 below).

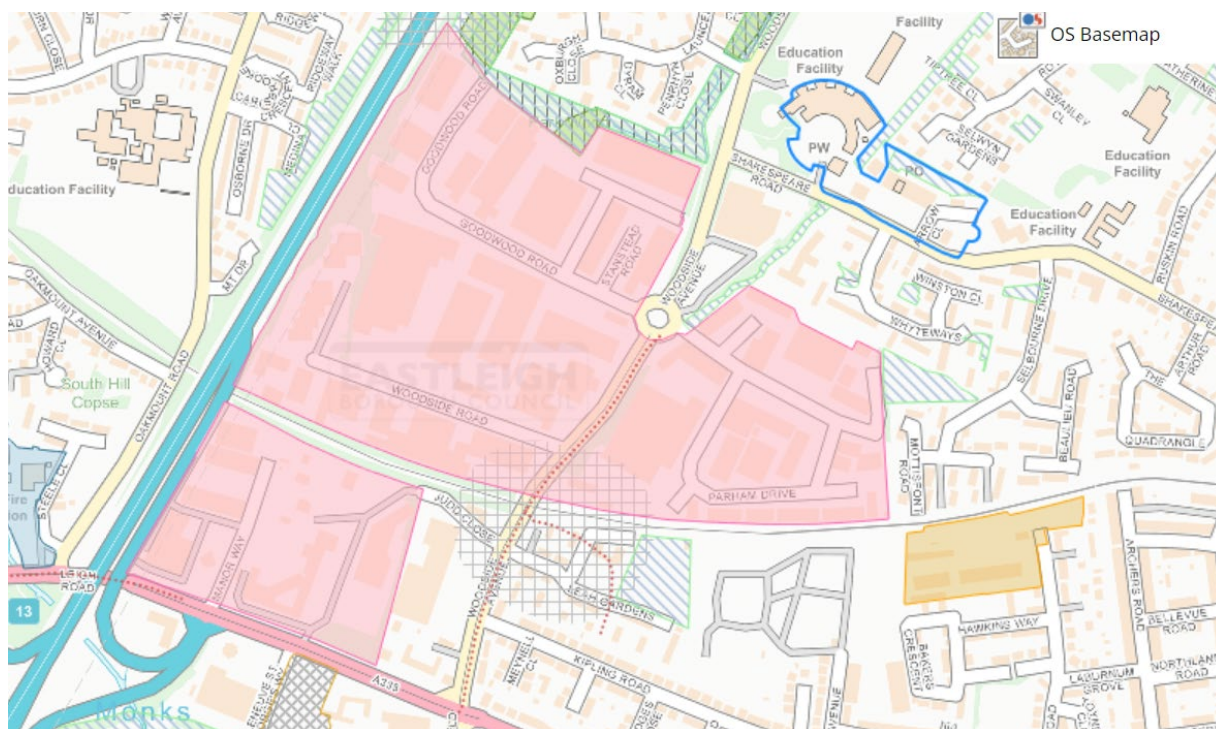


Figure 2: Site is within an Existing employment area

3.2.3 The relevant planning policies from the EBLP are:

- Policy DM1, General criteria for new development
- Policy DM8, Pollution
- Policy DM15, Safeguarding existing employment sites

3.2.4 The relevant planning policy from the Hampshire Minerals and Waste Plan is:

- MWP Policy 16: Safeguarding – minerals infrastructure

4 Assessment

4.1 Introduction

- 4.1.1 The following sections assesses the key issues associated with this type of development.

4.2 Amenity

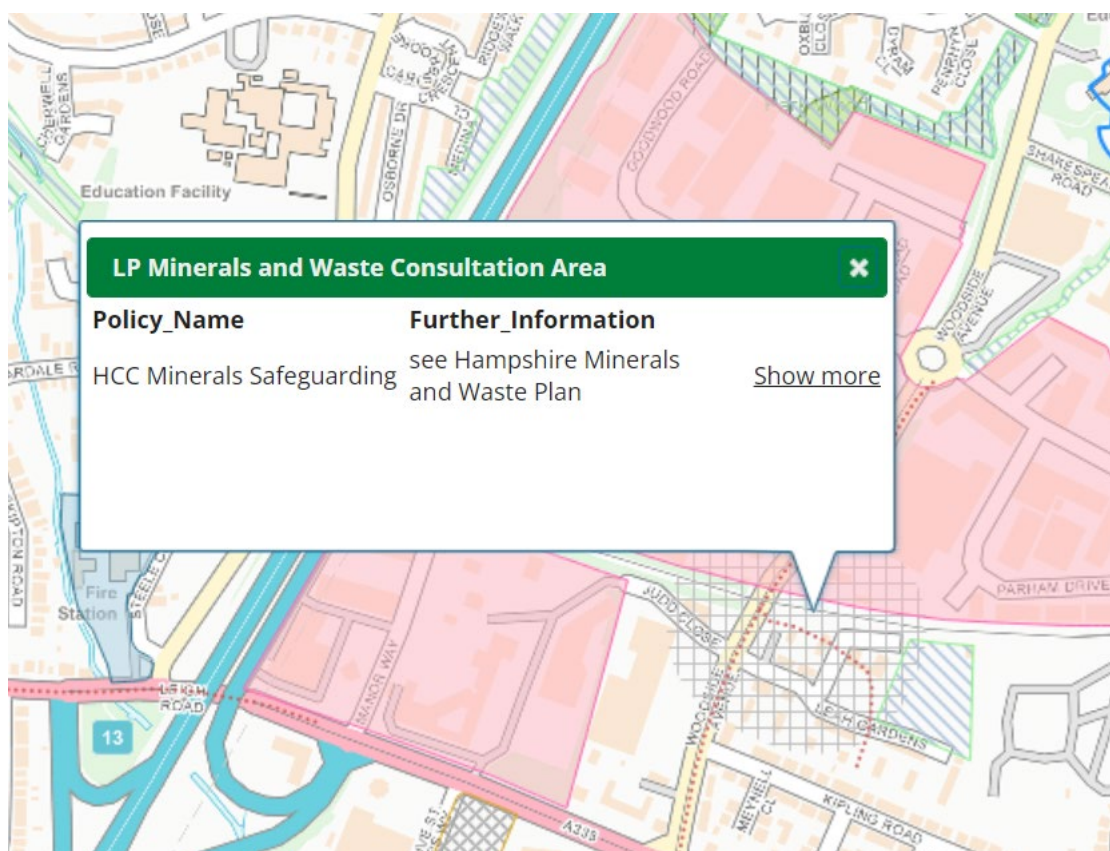
- 4.2.1 EBLP policy DM1 seeks to ensure that all new development does not impact on residential amenities.
- 4.2.2 The face of the advertising is not overlooked by any residential properties or other sensitive land uses and is vertically aligned to neighbouring commercial buildings, thus limiting its visibility to a relatively short section of road.
- 4.2.3 EBLP Policy DM1 also seeks to ensure that all new development should:
- “take full and proper account of the context of the site including the character, appearance and land uses of the locality or neighbourhood, and be compatible with adjoining uses and be well integrated with these in terms of mass, scale, materials, layout, density, design and siting, both in itself and in relation to adjoining buildings, spaces and views.”*
- 4.2.4 The sign is proposed to be mounted on a slim pole, rather than a solid totem base, in order to allow visibility below and around the proposed display. In terms of design, scale and mass it would be compatible with adjoining land uses.
- 4.2.5 It is considered therefore that the proposed sign would not conflict with EBLP Policy DM1.
- 4.2.6 Policy DM8, states that development will not be permitted if it is likely to cause loss of amenity or impact on public health or other unacceptable environmental impacts through inter alia:
- “light intrusion, both generally and with respect to the South Downs National Park’s status as an International Dark Night Skies reserve; “*
- 4.2.7 The proposed sign is within a commercial area where is significant amount of lighting during night time for security and access. There are no residential properties neat to the proposed sign. The illumination would be controlled by the suggested conditions in Appendix 1. The sign would not result in loss of amenity or significantly intensify the light pollution in this particular location and would not contravene Policy DM8.

4.3 Public Safety (Highways Safety)

- 4.3.1 The proposal is contained entirely on its own land with no part oversailing the highway network. Site maintenance is completed from private land.
- 4.3.2 Woodside Road, in the vicinity of the application site, has a good safety record with only one slight incident recorded within 50m of the application site in the last 5 years. This accident occurred in 2020 and involved a van and a cyclist, where the vehicle was turning left into Woodside Road. The cyclist was slightly injured.
- 4.3.3 Looking beyond the immediate site area, within 100m of the application site (*the proposed sign faces southwest, with only the blank rear facing north*), there have been 2 incidents since 2016, one serious (2017) and one slight (2020).
- 4.3.4 Both of the above occurred at the traffic light junction with Woodside Avenue/Leah Gardens and involved car turning right into oncoming vehicle and so were driver error collisions symptomatic of traffic light junctions.
- 4.3.5 Details of these incidents are shown at Appendix 2.
- 4.3.6 It is considered that the proposal will not harm/exacerbate this situation because the proposed display has a good forward range of visibility, appearing gradually on approach in the drivers forward cone of visibility and will not obstruct any official road sign or signal.
- 4.3.7 This approach to site selection and design therefore accords with best practice across the UK, including the Waterman report commissioned by Transport for London in March 2013 who surmised (inter-alia) that research indicated that roadside digital advertising is not inherently unsafe but should be operationally managed in accordance with site specific constraints.
- 4.3.8 Therefore, as an appropriately lit unit, displaying (by its nature) simple messages, logos or images the proposed sign will be readily absorbed (or ignored) as part of the driving task. This is particularly the case here as there is nothing unusual or complicated about the highway network here to give rise to special road safety concerns.
- 4.3.9 As such, it is considered extremely unlikely that any driver who is exercising a reasonable degree of care for their own and others safety would be distracted or confused by the proposed display.
- 4.3.10 In terms of structural safety, the proposed sign is supported entirely on the host site with the display oversailing private land, *i.e. no part of the proposed display is on or over the highway.*
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4.4 Other Issues

- 4.4.1 The Site lies within a consultation area for minerals safeguarding according to the EBLP policy map (see Figure 3 below). MWP Policy 16 seeks to safeguard against development that would unnecessarily sterilise the infrastructure or prejudice or jeopardise its use by creating incompatible land uses nearby. It is not clear from the list of safeguarded sites within Appendix 2B of the MWP, which site this relates to. However, regardless of where the site may be, the proposed sign would boy prejudice or jeopardise its use. There is therefore no conflict with Policy 16.



5 Summary

- 5.1.1 The principle of advertising in commercial areas is well established and this proposal offers improved advertising in a modern, sustainable way by taking advantage of digital display technology.
- 5.1.2 The proposal is in accordance with national legislation and local planning policy.
- 5.1.3 The display of advertising alongside this easily driven section of road would not cause any harm to local amenity or public safety.
- 5.1.4 In conclusion it is considered that the proposal is acceptable and warrants approval.

APPENDIX 1: LIST OF SUGGESTED SPECIAL CONDITIONS

1. Rate of change shall be no more than once every 10 seconds.
2. Illumination shall not exceed 300cd/m² at night.

Slight Accident at Woodside Avenue/Woodside Road

Slight Accident at Woodside Avenue/Woodside Road

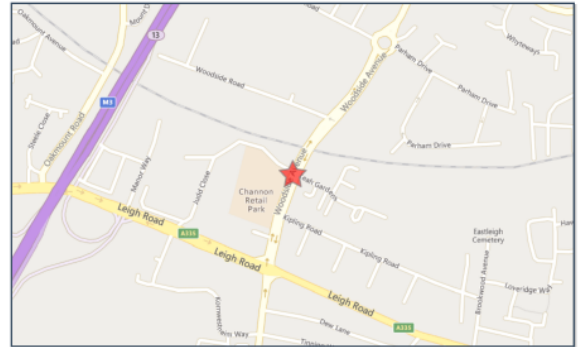
A map of the area around Woodside Avenue and Leigh Road. A red star marks the location of the bus stop on Woodside Avenue. The map shows several roads including Woodside Avenue, Leigh Road, and various residential streets like Parkin Drive and Kipling Road. Landmarks such as Channon Retail Park and Eastleigh Cemetery are also visible.

Serious Accident at Woodside Avenue/Leah Gardens

Slight Accident at Woodside Avenue Leah Gardens

Crash Date: Saturday, December 19, 2020 Time of Crash: 5:48:00 PM Crash Reference: 2020440488805

Highest Injury Severity:	Slight	Road Number:	U0	Number of Casualties:	1
Highway Authority:	Hampshire			Number of Vehicles:	2
Local Authority:	Eastleigh Borough			OS Grid Reference:	444507 119552
Weather Description:	Fine without high winds				
Road Surface Description:	Wet or Damp				
Speed Limit:	40				
Light Conditions:	Darkness: street lights present and lit				
Carriageway Hazards:	None				
Junction Detail:	Crossroads				
Junction Pedestrian Crossing:	Pedestrian phase at traffic signal junction				
Road Type:	Dual carriageway				
Junction Control:	Auto traffic signal				



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