



Boorley Gateway Advertisements

Planning Application

Vistry Group

Central 40, Lime Tree Way, Chineham Park, Basingstoke, RD24 8GU

Prepared by:

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Basis of Report

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1.0 Introduction

- 1.1. On behalf of our clients Vistry Group, SLR Consulting has been instructed to submit an application via the Planning Portal (ref: PP-12175049) for advertising consent for advertising on hoardings at the site address – Land to the North and East of Boorley Green, Winchester Road, Botley, SO32 2UA.
- 1.2. This application is accompanied by the following drawings and plans:
 - Completed application forms prepared by SLR Consulting;
 - Supporting Planning Statement prepared by SLR Consulting (this letter);
 - Location Plan
 - Sign specifications including:
 - Boorley Park Hoarding Template
 - Boorley Park Hoarding Text sizing
 - Photo Montage
- 1.3. We have arranged for payment for the sum of £526 (including service charge) to cover the statutory application fee for the advertisement consent application.

2.0 The Site and Locality

- 2.1. The application site is adjacent to Winchester Road (B3354) and forms the southern western land parcel of the wider Boorley Park site. The site comes under the jurisdiction of Eastleigh Borough Council.
- 2.2. The site sits to the north of the settlement of Boorley Green, roughly 1.3km from the northern edge of Botley and approximately 2km from its centre and the Botley Church of England Primary School. The main access into the wider development is from Winchester Road.



Aerial view of site (Google Maps)

- 2.3. The Gateway Centre site comprises an irregular shaped plot of land covering an area of 2.2 hectares. Access to the parcel is taken via an existing junction with Winchester Road.



Extract from location plan

3.0 The Proposal

- 3.1. The proposal submitted is for advertisements to be erected on the hoardings surrounding the highway facing edge of the Boorley Gateway Site. The panels will cover the whole length of the hoardings as shown below and will be set out in four sections.

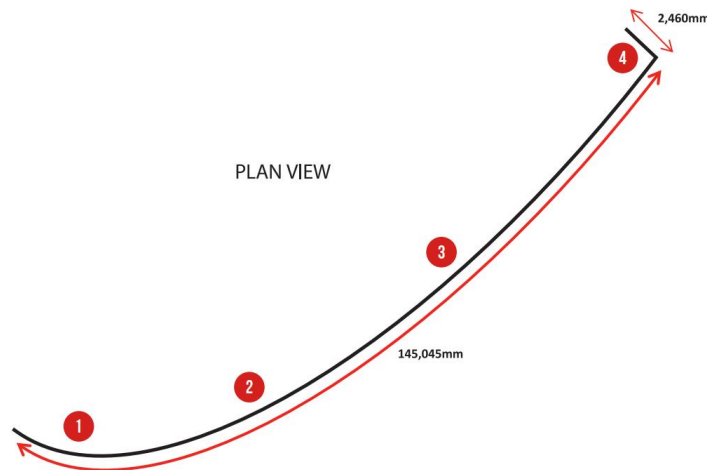


Image showing total panel length and sections indicated by Numbers 1-4.

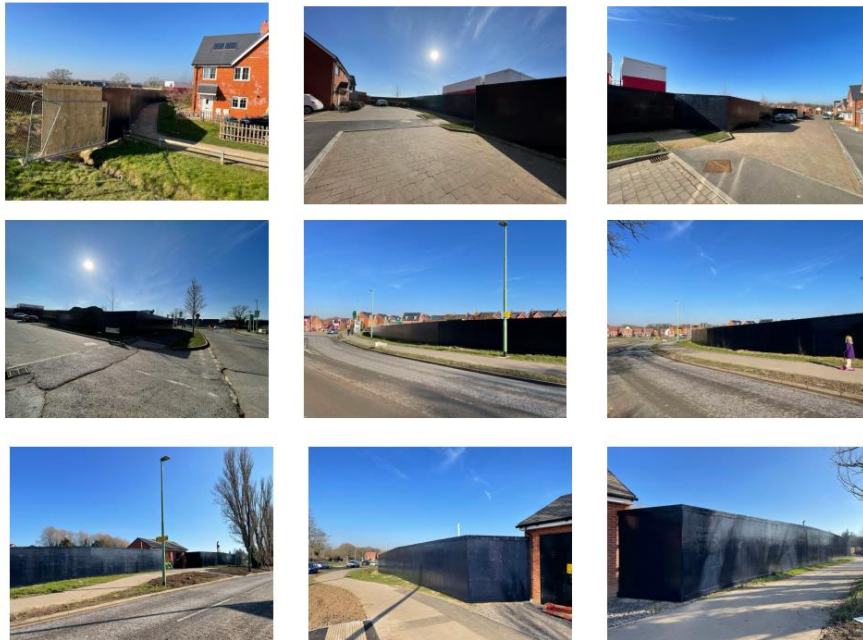
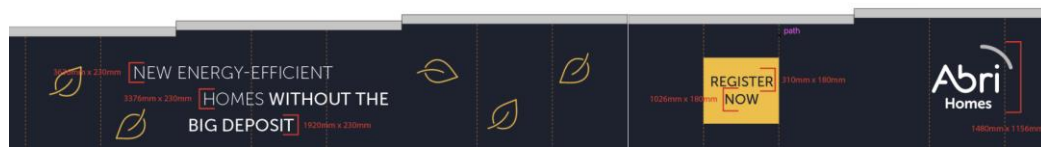


Photo montage of current hoarding

- 3.2. Part 1 of the advertisements will be a continuous length set to follow the ground levels. Part 2 will comprise of 4 stepped sections set in descending order following a downward slope. Part 3 will comprise of 30 stepped sections set in ascending order to follow upward slope. The final section Part 4 will comprise of 1 section, set to follow level ground.

- 3.3. The panels will be full colour on 3mm dibond panels with a matt finish and fixed to the existing timber hoarding. The panels will be finished with a pelmet and skirt, with colour coded caps for fixing.
- 3.4. The colours to be used on the advertisements will be:
- BLUE: 90, 78, 53, 65
 - YELLOW: 4, 27, 89, 0
 - SILVER: 31, 22, 24, 3
- 3.5. The style of the lettering will be Museo Sans throughout and the size of the lettering is detailed in the submitted Boorley Park Hoarding – Text Size document. An extract is shown below:



Extract from submitted document showing an example of text sizes

- 3.6. The colour of the pelmet, skirt and caps will be in SILVER: 31, 22, 24, 3, and the caps will match the colour on the hoarding as closely as possible.
- 3.7. The advertisements will be in place for an approx. 24month duration, they will then be removed from the site.

4.0 Planning History

4.1. The planning history of the site is as follows:

F/19/86233 – granted May 2021

Demolition of existing buildings and dwelling with the construction of a mixed-use retail and residential development comprising an A1 retail convenience store and flexible retail floorspace (A1 and A2 Use Class), and 67 residential units (C3 Use Class) with associated access, parking, landscaping, drainage, and ancillary infrastructure including pedestrian and cycle links.

R/16/79505 – withdrawn August 2021

Reserved matters for the mixed use and assisted living elements of the masterplan, comprising 933sqm of employment floorspace (B1), a 378sqm convenience food store (A1 Use Class), 389sqm of flexible retail floorspace (A1/A2/A3) and 68 residential units for older persons (C3 Use Class) with associated parking, landscaping, drainage, road infrastructure and pedestrian and cycle links.

O/12/71514 Outline Planning Permission - granted 28 November 2013

The demolition of golf driving range shelter and groundsman's equipment store and the development of 1400 homes with access from Winchester Road and Maddoxford Lane (with upgrades to the Winchester Road/Woodhouse Lane Junction and approaches and Maypole Roundabout, construction of Sunday's Hill Bypass and approaches, extension to existing hotel (including new conference and leisure facilities, 44 no. new bedrooms and car parking), creation of new local centre (incorporating energy centre, pub, assisted living accommodation, retail and employment floorspace, including change of use of Braxells Farm House to employment), primary school, multipurpose community building, sports and open space facilities including play areas, allotments and Multi-Use Games Area, and changing facilities, together with construction of roads, footpaths (including diversion of Footpath No. 2) and cycle ways, and pumping stations.

5.0 Planning Policy

- 5.1. The legislative framework for the control of advertisements is contained within the Town and Country
- 5.2. Planning (Control of Advertisements) (England) Regulations 2007 (“the Regulations”). 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, in so far as they are material, in addition to any other relevant factors.

National Policy

- 5.3. The National Planning Policy Framework 2021 (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 136 of the NPPF advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Local Policy

- 5.4. The Eastleigh Borough Local Plan 2016-2036 was adopted on 25 April 2022. It sets out the policies and plans to guide future development within the borough up to 2036.
- 5.5. The most relevant policies to this application are:

Strategic policies

S1 (Delivering sustainable development)

S2 (New Development)

Development Management policies

DM1 (General development)

DM13 (Transport)

Policy 67.BE Criteria for advertisement proposals has been replaced by the new Local Plan 2016 – 2036.

Planning Considerations

- 5.6. The impact of the proposal in respect to amenity and public safety is considered in turn below.

Amenity

- 5.7. The advertisements are located on the boundary of the application site and are a temporary provision during the construction works. Therefore, given the location and temporary nature, the advertisements are considered not to adversely impact upon the visual amenity of the wider street scene.

Public Safety

- 5.8. When assessing public safety, the key consideration is whether the location is appropriate (i.e., not detrimental to highway safety). Consideration has been provided to the siting of the advertisements and to ensure they will not impact upon the safe operation of the highway network or impact upon pedestrian movements. The advertisements have been designed so that the information (via text and imagery) does not provide a 'busy appearance' to the signage. The advertisements are static so will not form a distraction nor impact on the local visual amenities.

6.0 Conclusion

- 6.1. These advertisements have been designed to be of a high quality and fitting to their surroundings. As previously mentioned, their siting will not have any impact on the highway network or on pedestrian movements.
- 6.2. The advertisements are located on the boundary of the application site and are a temporary provision during the construction works. Therefore, given the location and temporary nature, the advertisements are considered not to adversely impact upon the visual amenity of the wider street scene.
- 6.3. For these reasons set out above, it is considered that the application should be granted express advertisement consent.

SLR Consulting Limited

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