

Application Number: 22/10960 Advertisement Consent

Site: AFC TOTTON, SALISBURY ROAD, CALMORE, TOTTON SO40 2RW

Development: 3.7m x 1.5m signage to advertise football club, upcoming fixtures, and services on site (Application for Advertisement Consent)

Applicant: AFC Totton

Agent: RS Studio

Target Date: 17/10/2022

Case Officer: John Fanning

1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) The impacts on highways safety
- 2) The visual amenity and character impacts of the proposed signage

This application is to be considered by Committee because Totton and Eling Town Council objected to the application on the grounds of highways safety, visual amenity and potential precedence for other similar signage and requested that the item be referred to Committee for determination.

2 SITE DESCRIPTION

The site is occupied by AFC Totton and relates to part of the site fronting onto Salisbury Road. The surrounding area has a mix of uses, with typically commercial uses on the eastern side of Salisbury Road and residential uses on the western side. The proposed sign is situated adjacent to an existing access off Salisbury Road.

3 PROPOSED DEVELOPMENT

A previous externally illuminated sign was recently granted consent on the site on 24.12.2021 under application reference 21/11549. This consent was not implemented and an alternative form of signage was installed consisting of an internally illuminated digital display board. The application seeks retrospective consent for the sign as constructed.

4 PLANNING HISTORY

Proposal	Decision Date	Decision Description	Status
21/11549 Display 1 externally illuminated post mounted sign to advertise football club, upcoming fixtures, and services on site (Application for Advertisement Consent)	24/12/2021	Granted Subject to Conditions	Decided
20/10907 3.7m x 1.5m signage to advertise football club, upcoming fixtures, and services on site (Application for Advertisement Consent)	17/02/2021	Granted Subject to Conditions	Decided

5 PLANNING POLICY AND GUIDANCE

Local Plan 2016-2036 Part 1: Planning Strategy

ENV3: Design quality and local distinctiveness

Relevant Advice

Chap 12: Achieving well designed places

Constraints

Plan Area

Tree Preservation Order: 33/07/A1

Plan Policy Designations

Open Spaces, Sport and Recreation

Built-up Area

Employment

Private/Education Recreational Land

6 PARISH / TOWN COUNCIL COMMENTS

Totton & Eling Town Council

Permission was previously granted (21/11549) for an externally illuminated sign which the Town Council supported.

The sign that has been erected does not reflect what was approved. The rolling digital display could potentially be a distraction to passing vehicles, along with it being a nuisance for local residents living nearby.

If approved there is concern this would set a precedent for other businesses to erect similar signs.

RECOMMENDATION PAR4: We recommend REFUSAL, for the reasons listed

7 COUNCILLOR COMMENTS

No comments received

8 CONSULTEE COMMENTS

Comments have been received from the following consultees. The below represents a summary of the comments made (full comments are available for view on the Councils website):

HCC Highways

Following the submission of additional details, no objection subject to a suitable condition to control the level of illumination and signage transitions.

9 REPRESENTATIONS RECEIVED

The following is a summary of the representations received. One letter of representation was received:

- *Sign is causing additional light pollution*

Response: While the signage installed can achieve a higher degree of illumination, the applicant has outlined a scheme of operation for the sign which will limit the sign to 300cd/m² during the day and 600cd/m² during the night and a condition is recommended to this effect.

10 PLANNING ASSESSMENT

Applications for advertisement consent can be considered on the basis of amenity and public safety.

Visual amenity

The application proposes a totem style sign. The sign has a middle digital display which can be programmed to display various advertisements in rotation and non-illuminated upper and lower sections.

The sign itself is situated in a relatively visually isolated location, set back from the main vehicular highway. Outside of the digital aspects of the display it is not considered that the scale or visual character of the sign would prove harmful to the surrounding setting.

The digital display would be internally illuminated. The sign is well set back from neighbouring residential occupiers on the road opposite, with some vegetative screening on the opposite side of the road. It is considered that subject to suitable conditions to restrict the operation of the sign, the proposal would not represent an intrusive form of development or harmful the amenities of residents as a result of the lighting.

Highways Safety

The creation of a digital display with varying images does have some potential to prove a distraction to passing highway traffic. With reference to the Highways consultation response above, it is considered that subject to a suitable condition limiting the illumination output and controlling the transition of images the potential impacts in regards of highways safety can be adequately mitigated.

11 CONCLUSION

For the reasons outlined above it is considered that suitable conditions can mitigate the potential harmful impacts of the proposed sign with regard to visual amenity, amenity of neighbouring occupiers and highways safety. As such it is recommended that the application for advertisement consent is granted.

12 OTHER CONSIDERATIONS

None.

13 RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

Standard Conditions

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Proposed Conditions:

1. The development permitted shall be carried out in accordance with the following approved plans:

Drg No: 1260-P-01 Rev D (Site and location plan) Dated: 09.11.21,
Received: 22.08.2022

Drg No: 1260-P-02 Rev G (Proposed site and sign details) Dated: 11.06.22,
Received: 22.08.2022

(Covering letter) Received: 22.08.2022

(Illumination details and technical specifications) Received: 22.08.2022

(Email correspondence) Received: 20.09.2022

(Signage details) Received: 06.10.2022

Reason: To ensure satisfactory provision of the development.

2. The LED digital display panel hereby approved shall be displayed only in accordance with the following:

- 1) The intensity of the illumination of the advertisement permitted by this consent shall be no greater than 300 candela per square metre between the hours of sunset and sunrise and shall not exceed 600 candela per square metre at all other times
- 2) The advert shall not display moving images and any interval between images should be 0.1 second or less and include no fading, swiping or other animated transition method
- 3) No images that resemble official road traffic signs, traffic lights or other official traffic signage shall be displayed
- 4) No single advertisement shall be displayed for less than 10 seconds and successive images shall not be changed more frequently than once every 10 seconds
- 5) The display installation permitted by this consent shall at all times maintain a safety feature that will turn the screen off (i.e. default to a plain, black screen) in the event that the display experiences a malfunction or error

Reason: In the interests of visual amenity and highways safety.

Further Information:

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New Forest

DISTRICT COUNCIL

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PLANNING COMMITTEE

November 2022

AFC Totton
 Salisbury Road
 Calmore
 22/10960

Scale 1:2763

N.B. If printing this plan from
 the internet, it will not be to
 scale.