

## DELEGATED ADVERT REPORT

**Application Ref:** A/22/93514

**Site Address:** HOLIDAY INN, PASSFIELD AVENUE, EASTLEIGH, SO50 9PG

**Case Officer:** Gary Osmond

**Description:** Consent to display 2no. internally illuminated fascia signs, 1no. non-illuminated wall-mounted logo & canopy surround to front entrance.

|                                     |                                     |                                               |
|-------------------------------------|-------------------------------------|-----------------------------------------------|
| <b>Particular Site Constraints?</b> | <b>Yes</b> <input type="checkbox"/> | <b>No</b> <input checked="" type="checkbox"/> |
| - Within the urban edge             |                                     |                                               |

|                                                                                                                                                                                                |                                                |                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|------------------------------------|
| <b>Planning History?</b>                                                                                                                                                                       | <b>Yes</b> <input checked="" type="checkbox"/> | <b>No</b> <input type="checkbox"/> |
| F/22/92676 – Replacement and/or refurbishment of all existing windows – Approved Apr 2022                                                                                                      |                                                |                                    |
| F/22/92679 – Refurbishment of main hotel entrance elevation and external reception area, and provision of external restaurant seating area within existing rear courtyard. – Approved Apr 2022 |                                                |                                    |
| A/09/66279 – Erection of 2No. Non-illuminated free standing signs along Passfield Avenue – Approved Jan 2010                                                                                   |                                                |                                    |
| A/09/65959 – 3No. Internally illuminated freestanding signs, 3No. Internally illuminated fascia signs and 2No. Internally illuminated wall mounted signs – Approved Nov 2009                   |                                                |                                    |

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|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|-------------------------------------------|
| <b>Publicity:</b>       | <b>Letters</b> <input checked="" type="checkbox"/>                                                                                                       | <b>Site Notice</b> <input checked="" type="checkbox"/> | <b>Newspaper</b> <input type="checkbox"/> |
| Representations:        | One representation received raising concerns at the installation of more lights to the hotel.                                                            |                                                        |                                           |
| Eastleigh Town Council: | No Comments received.                                                                                                                                    |                                                        |                                           |
| Hampshire Highways:     | No objection provided illumination levels are restricted to no more than 450 candela per square metre and with no light source visible from the highway. |                                                        |                                           |

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----------------------------------------------|
| <b>Site Visit:</b>                                                                                                                                                        | <b>Yes</b> <input type="checkbox"/> | <b>No</b> <input checked="" type="checkbox"/> |
| No specific visit was made for this application. However, the site was visited in April for the previous two planning applications and is well known to the case officer. |                                     |                                               |

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| <b>Policy:</b>                                                                                                                                                                                                                                          |
| <b>National Planning Policy Framework</b><br><b>Planning Practice Guidance</b>                                                                                                                                                                          |
| <b>Development Plan:</b><br>The <u>Eastleigh Borough Local Plan 2016-2036</u> was adopted by Full Council on 25 <sup>th</sup> April 2022. The most relevant policies are Strategic policies S1 and S2; and Development Management policies DM1 and DM2. |
| <b>Supplementary Planning Documents:</b><br>Quality Places; Character Area Appraisals                                                                                                                                                                   |

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| <b>Assessment:</b> |
| <b>Proposals:</b>  |

The application seeks consent for the display of new signage to replace existing as part of an external refurbishment of the hotel. It will not therefore result in any additional signage or lighting.

**Assessment:**

The development is considered acceptable and complies with Policies DM1 and DM2 in that:

- The development is outside a conservation area.
- The proposed appearance, scale and location of the signage will not detract from the character or visual amenity of the locality.
- There will be no adverse or unacceptable impact upon the amenity of neighbouring uses or occupiers.
- There will be no adverse or unacceptable impact to highway safety or safety of the public.

**Climate Change:**

In July 2019, the Council declared a Climate Change and Environmental Emergency. In doing so it agreed, among other things, to: (a) put in place measures to ensure the Council's own operations and functions achieve carbon neutrality by 2025; (b) work with partners to aim for all projects and services delivered in the Borough to achieve carbon neutrality by 2030; (c) ensure that the Council's procurement policy recognises carbon neutrality as one of its primary considerations; and (d) recognise the urgency of action to mitigate and adapt to climate change in every decision taken by the Council. This is underpinned by the Climate and Environment Emergency Strategy 2020–2030 and the supporting Climate and Environmental Emergency Action Plan – Update June 2020.

The declaration of the Climate Change and Environmental Emergency demonstrates a strong commitment from the Council to achieve net zero. The NPPF, development plan and emerging plan policy do not set this as a specific target, but it is a material consideration to be considered alongside all other material considerations. In any case addressing climate change is a core part of the NPPF and emerging plan policy. The need to support the economy is part of the Strategic Environmental Assessment for the Emerging Local Plan, as is an assessment of climate impacts.

The NPPF aims for the need for housing to be met, and policy S2 of the Emerging Local Plan sets a target for 14,580 dwellings to be provided by 2036. The NPPF, Policies S1, DM2 and DM3 of the Emerging Local Plan and energy and water elements of the adopted Environmentally Sustainable Development SPD require development to be sustainable in terms of resource use, climate change and energy use. When considering the impact of climate change, the proposed development is expected to be resilient to the potential effects of climate change and is expected to reduce/limit impacts on climate emissions as a result of the development or its use.

**Equalities Implications:**

Section 149 of the Equalities Act 2010 created the public sector equality duty. Section 149 states:-

- A public authority must, in the exercise of its functions, have due regard to the need to:
  - a. eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
  - b. advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
  - c. foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

When making policy decisions, the Council must take account of the equality duty and in particular any potential impact on protected groups. It is considered that this application does not raise any equality implications.

**Conclusion:**

Recommendation:

**PERMIT** ☒

**REFUSE** ☐

For the reasons set out above, the application is recommended for approval subject to conditions relating to:

- Approved drawings;
- Standard advertisement restrictions; and
- Illumination levels.