

DELEGATED OFFICER REPORT

Application Ref: A/22/93477

Site Address: 100 WINCHESTER ROAD, CHANDLER'S FORD, EASTLEIGH, SO53 2GJ

Case Officer: Dorothy Hei-Tung-Hoh

Description: Consent to display 1no. externally illuminated fascia sign; 1no. non-illuminated projecting sign and 2no. non-illuminated column panels and 2no. window graphics

Particular Site Constraints?	Yes ☒	No ☐
Within the urban edge		

Planning History?	Yes ☒	No ☐
- Z/05678/001/00 - Use of premises for library purposes - Raise No Objection To - 28/03/1961 - Z/05678/007/00 - Non-illuminated sign - Consent To The Advert Display - 06/09/1977 - A/05678/007/00 - non-illuminated sign - Consent To The Advert Display - 06/09/1977 - Z/05678/008/00 - ground floor rear extension to Estate Agents - Permit - 12/09/1980 - Z/05678/009/00 - installation of new shop front and boundary wall - Permit - 23/07/1981 - Z/05678/010/00 - Illuminated fascia sign - Consent To The Advert Display - 23/07/1981 - A/05678/010/00 - illuminated fascia sign - Consent To The Advert Display - 23/07/1981 - Z/05678/011/00 - change of use from Hairdressers Salon to Estate Agents - Permit - 01/06/1984 - Z/36906/001/00 - 36906/001 - AMENDMENTS TO APPROVED SCHEME FOR RETAIL STORE (A1) (REF 36906/000) FOR MINOR ELEVATIONAL ALTERATIONS AND A REDUCTION IN SIZE OF THE FIRST FLOOR WAREHOUSE - Permit - 13/07/2001		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	No Comments received		
Parish Council:	No Comments received		
Highways:	No Objection		

Site Visit:	Yes ☒	No ☐
Details: 25 th August 2022		

Policy:
National Planning Policy Framework Planning Practice Guidance
Development Plan:

The Eastleigh Borough Local Plan 2016-2036 The most relevant policies are Strategic policies S1 and S2; and Development Management policies DM1, DM13 and DM22.

Supplementary Planning Documents:

Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:

The application site relates to a law firm, currently occupied by Warner Goodman, which is located in the main shopping area of Chandler's Ford. The immediate surroundings comprise a variety of commercial and office uses. The application proposes to display 1no. externally illuminated fascia sign; 1no. non-illuminated projecting sign and 2no. non-illuminated column panels and 2no. window graphics to the front of the building. During the recent site visit, it was noted that all the signages have been replaced as proposed.

Legislation

Legislation Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:-

"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

- In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;
- In the case of public safety:
- The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;
- Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air

In determining an application for consent for the display of advertisements or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted."

Principle

- The development is within the urban edge where the principle of development is acceptable. However, this would be subject to the following considerations:

Character and Design

- The design of the replacement signages are suited to the location in terms of its form, scale, and appearance. They do not create a reduction in visual amenity.
- The proposed signages are in-keeping to the surroundings in terms of materials choice, layout, scale, and design. The immediate surrounding area is a primary shopping zone of Chandler's Ford, made up of retail units and offices. As such, these signages do not detract from this prevailing character.
- The proposed signages do not result in any site layout changes which only replace the previous signage of a similar size and siting. This location has therefore been established and is considered acceptable.

Highway and Public Safety

- The proposed fascia signs by nature do not obstruct footways, and the proposed projecting sign is located at a height that again does not affect pedestrian movement. It is noted from the site visit that the projection sign does not obstruct any highway surveillance cameras, speed cameras or security cameras. There is no objection to the proposals from a highway's perspective.
- The majority of the proposed signages are non-illuminated and as such does not create a risk to public safety.
- The amount of illumination of the only illuminated fascia sign is not considered to detract from the character of the locality. In addition to this, it is not considered to distract road users or highway safety.

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 adopted local 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 local plan policy. The need to support the economy is part of the Strategic Environmental Assessment for the adopted local plan, as is an assessment of climate impacts.

The NPPF, Policies S1, DM2 and DM3 of the 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.

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:

- Subject to Conditions
- The application is recommended for approval. Consent to the advert display.

Recommendation:

PERMIT ☒**REFUSE** ☐

Comments