

DELEGATED OFFICER REPORT

Application Ref: A/22/93729

Site Address: UNIT 4, BOYATT WOOD INDUSTRIAL ESTATE, GOODWOOD ROAD, EASTLEIGH, SO50 4NT

Case Officer: Rachael Morris

Description: Consent to display 1no. illuminated fascia sign, 4no. non-illuminated building signs and 1no. non illuminated free-standing customer parking sign.

Particular Site Constraints?	Yes ☒	No ☐
- Existing employment site - Within the urban edge		

Planning History?	Yes ☒	No ☐
- A/17022/001/00 - non-illuminated box sign – Permit – Jun 1976 - Z/17022/003/00 - Change of use to bacon cutting and packing plant – Permit – Nov 1992 - A/17022/004/00 - Display of nonexternal illuminated and 2no.non-illuminated fascia signs – Consent – Nov 1995 - A/04/50784 - Display of 3No. non-illuminated wall mounted signs – Consent – May 2004 - F/06/57566 - Installation of 2No. Windows and 2No. Doors – Permit – Aug 2006 - T/11/68712 - Crown lift to 5M and reduce to within kerb line 1No. Oak, clear property by 1.5M 1No. Field maple 2No. Poplar 1No. Ash 1No. Oak and removal of 1No. Poplar stem – Part consent part refuse – Apr 2011		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No Comment		
Hampshire Highways:	There is no objection in principle to the proposals from a highway perspective. However, in regard to the non-illuminated free-standing customer parking sign, (sign F in plans), whilst it is noted that this will be fixed into the ground, it is not entirely clear where the location of this will be. It is therefore requested than a plan accurately demonstrating where its fixed position will be is provided prior to a decision being issued, so that it can be checked against any obstruction or visibility issues accordingly. <u>21/09/2022</u> Additional plans for sign 'F' Customer Parking have been received. This clearly shows the proposed sign being to the edge of what appears to be the current parking area, and not appear to obstruct surrounding movement or visibility to adjacent car parking areas. As such, there is no objection to the proposals from a highway's perspective. <u>07/10/2022</u>		
Ecology:	I have no ecological objections. The any lighting must be shielded so that it does not shine on or increase the lighting on the woodland areas to the west, north and east of the building.		

Site Visit:	Yes ☒	No ☐
Details: 10/10/2022		

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, DM11 and DM14.

Supplementary Planning Documents:

Quality Places; Residential Parking Standards; Character Area Appraisals.

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."

Assessment:

The development is considered acceptable and complies with policies DM1, DM11 and DM14 from the 2016-2036 local plan, in that:

Principle

- The development is within the urban edge where the principle of development is acceptable.
- Policy DM1, states that all new development should not have an unacceptable impact on, and where possible should enhance residential amenities of both new and existing residents, the character and appearance of urban areas, the countryside, and the coast. In addition, it 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.

Design and layout

- The design of the 1no. illuminated fascia sign, 4no. non-illuminated building signs and 1no. non illuminated free-standing customer parking sign is suited to the host dwelling in terms of its form, scale and appearance.
- The development accords with guidance set out in the 'Quality Places' SPD in that there will be no unacceptable impact on the amenity of the neighbouring properties in terms of loss of privacy, light or outlook.
- The proposed advertisements signs are set within an industrial estate where advertisement is a common feature of the locality. The amount of signage proposed would not be a proliferation and suitable for the location.

- Hampshire Highways have no objection to the proposed signage, and it is anticipated that this will not create an unsafe environment for highway users.
- The lighting is proposed to be directed away from the adjacent woodland and so is not expected to pose a detrimental impact to the associated habitat.

Other material considerations

- There will be no adverse impact upon trees or other natural features worthy of retention.
- There are no likely significant impacts on the SPA.

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.

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:	CONSENT ☒	REFUSE ☐
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Comments ...
