

DELEGATED OFFICER REPORT

Application Ref: A/22/93603

Site Address: 60 Market Street, Eastleigh, SO50 5RB

Case Officer: Summer Sharpe

Description: Consent to display advertisement: 1no. non-illuminated fascia sign and 4no. non-illuminated vinyl window graphics.

Particular Site Constraints?	Yes ☒	No ☐
• Within urban edge • Airport safeguarding zone • HRA: SAC, SPA & Ramsar • Eastleigh Town Centre		

Planning History?	Yes ☒	No ☐
Application no.	Proposal	Decision
LDC/22/93187	Lawful Development Certificate to confirm that the lawful use of the unit is Use Class E. Through establishing this use, it is proposed to convert the property for dentistry use which now also falls within the new Use Class E.	Certificate Granted (July 2022)
A/08641/002/00	illuminated box signs.	Consent to display the advert (October 1975).

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	<u>1no. Objection:</u> The signage would look excessive and not in keeping with existing street scene and would detract from other low key visual signage in the street.		
Parish Council:	No objection.		
HCC Highways:	No objection to the proposed signage from a highways perspective. The signage is unlit, and flat fronted to the front of the building, with any protruding being minor and at a height and width that would not be obstructive to passing movement.		

Policy:
National Planning Policy Framework Paragraph 136.
National Planning Practice Guidance
Development Plan: <u>Eastleigh Borough Local Plan 2016-2036</u> Policies: S1 (Delivering sustainable development), S2 (Approach to new development), E3(1c) (Eastleigh Town Centre), DM1 (General development), DM13 (Transport), DM21 (New retail development) and DM22 (Changes of use in retail frontages – Eastleigh Town Centre).
Supplementary Planning Documents

Site Visit	Yes ☒	No ☐
6 October 2022.		

Assessment:Site & Surroundings

The application site relates to a mid-terrace building located to the east of Market Street. The surrounding area also falls within the defined Eastleigh Town Centre, therefore comprising a mixture of uses.

Proposal

Consent to display advertisement: 1no. non-illuminated fascia sign and 4no. non-illuminated vinyl window graphics.

The 1no. non-illuminated fascia sign is proposed to be located on the western elevation, fronting the high street. This would measure approx. 0.7m in height, approx. 11.9m in length and would be almost flush to the elevation. This is proposed to be situated approx. 2.3m above ground level.

The application also proposes 4no. non-illuminated vinyl signs to be located on the glazed panels on the frontage of the site (western elevation). 2no. vinyl signs would measure 2.4m by 2.3m. The other 2no. vinyl signs would measure approx. 0.9m by 2.3m.

Principle

The application site falls within the urban edge, and defined Eastleigh Town Centre, whereby the principle of development is considered to be acceptable. The application site features existing signage whereby its replacement and addition of new signage is considered to be acceptable in principle, however, this would be subject to the following considerations.

Impact Upon Amenity

The application site falls within the defined Eastleigh Town Centre, whereby commercial units and advertisements is a common characteristic. The proposals are therefore considered to be reflective of the existing surroundings and would be acceptable.

Impact upon Public Safety

Due to the locations, sizes and siting, the adverts are unlikely to pose any adverse impact upon the public amenity or safety aspects. The proposals do not obstruct any highway surveillance cameras, speed cameras or security cameras. The signs are also not considered to distract road users or highway safety by reason of their size, scale and location.

As such, the proposal is considered to be in accordance with the Contents of Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Equalities Act:

Section 149 of the Equalities Act 2021 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.

Climate Change:

In July 2019, the Council declared a Climate Change and Environmental Emergency. In doing so it agreed, among other this, 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 and development plan 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 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 Local Plan sets a target for 14,580 dwellings to be provided by 2036. 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 and is expected to limit impacts on climate emissions as a result of the development or its use.

Conclusion:

The application is recommended for approval, subject to conditions.

Recommendation:

PERMIT ☒

REFUSE ☐