

DELEGATED ADVERT REPORT

Application Ref: A/22/93666

Site Address: UNIT 2, HEDGE END RETAIL PARK, CHARLES WATTS WAY, HEDGE END, SOUTHAMPTON, SO30 4RT

Case Officer: Alex Webb

Description: Consent to display advertising: 2no. internally illuminated fascia signs, 2no. non-illuminated welcome signs, 2no. non-illuminated delivery wall mounted signs and 4no. internally illuminated graphics on existing totem.

Particular Site Constraints?	Yes ☒	No ☐
Nature Conservation NE - SSSI Impact Risk Zones, HRA Screening Criteria (River, SAC, SPA, Ramsar Aviation safeguarding Airport Safeguarding Zones Hazards/other environmental SGN Gas Pipeline Medium Pressure Nutrient Neutrality Catchment - Solent: Includes Chichester and Langstone Harbours SPA/Ramsar, Solent and Southampton Water		

Planning History?	Yes ☒	No ☐
F/18/84198 - Minor alterations to the exterior of the building and adjacent public realm to facilitate subdivision into 2no. retail units – Permitted 04/12/2018 A/16/79204 - Installation of 4no. internally illuminated fascia signs – consent 21/10/2016 F/16/78728 Installation of 1no. roller shutter door on south west elevation & addition of grey cladding & limestone paint effect – Permit 11/08/2016 F/13/71967 Addition of formica wood effect cladding with coloured light troughs and respraying of existing steel cladding in cobalt blue and ochre brown, and conversion of 9No. Existing parking bays into 6No. Car seat fitting bays – Permit 04/03/2013 A/16/79204 - Installation of 4no. internally illuminated fascia signs – consent 21/10/2016 A/13/71966 - Display of 2No. Internally illuminated and 9No non-illuminated fascia signs, 2No. Non-illuminated wall mounted signs, 4No. Non-illuminated freestanding signs and addition of internally illuminated signage panels to existing totem – consent 01/03/2013 U/12/70225 Application for a lawful development certificate for a proposed unrestricted A1 retail use (removal of condition 9 of planning permission 19545/009) - Certificate not issued 29/02/2012, Appeal allowed 18/09/2012 U/12/70207 Application for a lawful development certificate for a proposed unrestricted A1 retail use – certificate not issued 29/02/2012		

Publicity:	Letters ☐	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No response		
Hampshire Highways	There is no objection from a highway perspective. All signs are located in no obstructive positions, and luminance levels (where relevant) are acceptable.		
Ecology	No objection		
Southampton Airport	No objection		

Site Visit:	Yes ☒	No ☐
31/10/2022		

Policy:
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:

(a) 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;

(b) In the case of public safety:

(i) The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;

(ii) 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”.

National Planning Policy Framework National Planning Practice Guidance

Development Plan:

The Eastleigh Borough Local Plan 2016-2036. The most relevant policies are Strategic policy S1: and Development Management policies DM1, DM11 and DM14.

Supplementary Planning Documents:
Quality Places; Character Area Appraisals

Assessment:

The application relates to a retail unit located in Hedge End Retail Park, within the urban edge of Hedge End. The predominate character is large retail units and associated parking. There are existing internally illuminated fascia signs on the unit and across the retail park. Adjacent to the access into the retail park is a large totem sign relating to the other units within the retail park along with some flag poles. There are mature trees located along the side (east) boundary of the site with a service yard to the side (west) and rear (south) and houses to the south east.

The application proposes the erection of 3 internally illuminated fascia signs; 2 on the north and 1 on the west elevation, 2 non-illuminated welcome signs on the north elevation, 2 non-illuminated delivery wall mounted signs to be fixed to the wall adjacent to the gate to the delivery area and 4 internally illuminated graphics to be located on the existing totem sign.

The DFS signs will comprise of blue/magenta text on a white background and the Sofology signs will comprise of white text on a black background and black text on a white background. The materials of the signage varies depending on location and consists of a mixture of dibond panels, vinyl graphics, digitally printed flex-face skin within a PCC frame and PCC aluminium complete with pot cut vinyl graphics. The luminance levels of the signs are noted as 400 cd/m².

The development is considered acceptable and complies with Policies DM1, DM11 and DM14 in that:

- The development is outside a conservation area, within the urban edge where the principle of development is acceptable.

- The proposed appearance, size, scale and location of the signage will not detract from the character or visual amenity of the locality and is appropriate for the retail park.
- 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
- Hampshire Highways have no objection to the proposed signage, and it is anticipated that this will not create an unsafe environment for highway users.
- Appropriate conditions will be applied to restrict the level of illuminance and the hours the signage can be illuminated.
- There will be no adverse impact upon trees or other natural features worthy of retention and 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 Environment 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 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 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: The proposal is considered to meet Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 and advertisement consent is granted.

Recommendation:	PERMIT ☒	REFUSE ☐
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Comments ...
