

DELEGATED OFFICER REPORT

Application Ref: F/22/94028

Site Address: 34 SOUTHAMPTON ROAD, EASTLEIGH, SO50 9FJ

Case Officer: Rachael Morris

Description: Removal of external signage and ATM and infill with materials to match the existing elevation

Particular Site Constraints?	Yes ☒	No ☐
• Air Quality Management Area • Adjacent to a listed building • Eastleigh Town, District and Local Centres and Neighbourhood Parades • Within the urban edge • Eastleigh Town Centre • Secondary Shopping Zone Shop Frontage		

Planning History?	Yes ☒	No ☐
• Z/09807/002/00 - Change of use of 2nd floor flat to office use by Bank on temporary basis – Permit – Aug 1975 • Z/09807/004/00 - small extension at rear and expansion into adjoining unit – Permit – Aug 1976 • A/09807/006/00 - Illuminated projecting box sign – Consent – Jan 1978 • Z/09807/007/00 - change of use of 38 Southampton Road, Eastleigh, from office/part residential, to Bank, and alterations and additions – Permit – Dec 1982 • Z/37386/000/00 - Conversion of one flat to two flats – Permit – Feb 2001 • Z/09807/009/00 - Installation of 60cm satellite dish on roof – Permit – Sept 2001 • A/09807/010/00 - Display of internally illuminated and non-illuminated fascia, wall mounted and projecting signs to front – Consent - Oct 2002 • A/15/76976 - Display of 3no. non illuminated fascia signs, 2no. internally illuminated hanging signs, 3no. illuminated static pocket signs, 1no. nameplate & 2no. illuminated hanging logos & ATM surround – Consent - Sept 2015		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No Comment		
Environmental Health:	We do not have a particular requirement for the apparent small-scale works involved if they are carried out during ordinary working daytime hours, and not on a Saturday afternoon, Sunday, or public holiday.		
Built Heritage Consultant:	As more and more bank branches are closed in the name of efficiency with the increasing move to on-line dealings, there is an ever-increasing trend toward applications of this nature to remove the existing signage from now redundant bank branches. Most of the current signage is modern as a result of re-branding so not concurrent with the age of the building. Removal of these signs will actually benefit the architecture of the building, but one wonders if the original still lurks underneath as often it was carved into the stone or another favourite was individual letters fixed to the stonework, which tends to leave dirty shadows and multiple fixing holes. One also notices a lot of the building fabric near the rainwater downpipe is dirty suggesting a blockage and overflowing. It would be good to see this resolved at the time of making good behind the removed signage. No objection to the removal of the current signage provided the background is properly made good and cleaned as necessary to leave		

	this very prominent building in a good state of repair until new occupancy takes place.
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Site Visit:	Yes ☒	No ☐
Details: 18/11/2022		

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, DM8, DM11, DM12, DM14 and E3.

Supplementary Planning Documents:

Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:

The development is considered acceptable and complies with policies DM1, DM8, DM11, DM12, DM14 and E3 from the 2016-2036 local plan, in that:

Setting

- This building is in a particularly prominent position on the corner of one of the main streets in the town and the main road through, facing the station which is a Grade II listed structure from 1840 by Sir William Tite incorporating an earlier building from its time as Bishopstoke Junction.
- As with most traditional bank buildings, it is a proud, solid, quality structure, that also includes a number of shops to the side elevation which are not part of this application.
- In this position the building forms part of the open space (almost a square) in front of the station building and is one of the first to be seen by visitors arriving at Eastleigh by rail as they emerge from the station. It is therefore a most significant element of the setting of that heritage asset and indeed the gateway to the town centre from both the station and the original main thoroughfare connecting the town to the rest of the country.

Principle and policy

- The development is within the urban edge where the principle of development is acceptable.
- Policy E3 the Council will support the regeneration of Eastleigh town centre. This will include strengthening the retail circuit through seeking: development that strengthens the function of the town centre retail anchor to the north of Leigh Road; and the redevelopment of the block east of Upper Market Street, where a range of town centre uses will be acceptable including retail, financial and professional services, public sector services, cafes/restaurants, public houses, hotels, leisure uses, non-residential institutions such as galleries and exhibition halls on the ground and lower floors, with residential uses, including student accommodation, acceptable on upper floors. Promoting well designed, high density mixed-use development that delivers schemes suitable for modern retailing and other town centre uses. Within the core, leisure, primary and secondary shopping zones, a change of use or development will also need to meet policy.

Design and layout

- The design of the removal of external signage and ATM and infill with materials to match the existing elevation is suited to the host building in terms of its form, scale and appearance.
- The design and layout respect the character and appearance of the locality.
- The plan is to remove signage and ATM to then make good which will result in a more traditional building. The impact on the listed building opposite will be reduced as the building will appear more like the original.
- This does not include any application to change the use of the building and as such would not conflict with policy E3.

Other material considerations

- 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.
- 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:	PERMIT ☒	REFUSE ☐
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Comments ...
