

DELEGATED ADVERT REPORT

Application Ref: A/22/94251

Site Address: 46 MARKET STREET, EASTLEIGH, SO50 5RB

Case Officer: Alex Webb

Description: Consent to display 1no. non-illuminated fascia sign, 1no. internally illuminated central lightbox and 1no. internally illuminated double-sided projecting lightbox.

Particular Site Constraints?	Yes ☒	No ☐
Nature Conservation - NE - SSSI Impact Risk Zones Aviation safeguarding - Airport Safeguarding Zones Nature Conservation - HRA Screening Criteria (SAC, SPA, Ramsar Nutrient Neutrality Catchment - River Itchen SAC Sewers SW Sewers 2m Buffer FOUL		

Planning History?	Yes ☒	No ☒

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No Response		
Highways	No objection subject to conditions.		

Site Visit:	Yes ☒	No ☐
12/12/2022		

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

Assessment:
<u>Site & Surroundings</u> The application site relates to an end of-terrace building located on the east side of Market Street, within the defined Eastleigh Town Centre. It is surrounded by a mixture of uses. <u>Proposal</u> Consent to display advertisement: 1no. non-illuminated fascia sign, 1no. internally illuminated central lightbox and 1no. internally illuminated double-sided projecting lightbox

The 1no. non-illuminated fascia sign is proposed to be located on the front (west) elevation, fronting the high street. This would measure approx., approx. 10cm in height and 1.97m in width (for text). This is proposed to be situated above the entrance to the building, approx. 2.67m above ground level.

The application also proposes 1no. internally illuminated central lightbox and 1no. internally illuminated double-sided projecting lightbox. The central lightbox would be located above the non-illuminated fascia sign on the front (west) elevation and would measure 94cm in height, 5.09m in width () and would have a depth of 0.05m. The double sided illuminated projecting light box would measure 69cm in height, approx. 52cm wide and a depth of 0.05m. This is proposed to be situated above the entrance to the building, approx. 2.87m above ground level. It would have illuminance levels of 440cd/m3.

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 part of the former existing signage and the 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 relating to the hospitality industry are 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 of those users of Market Street or Regal Walk. The proposals do not obstruct any highway surveillance cameras, speed cameras or security cameras. The signs are 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 ☐

Comments ...