

DELEGATED OFFICER REPORT

Application Ref: A/22/94173

Site Address: UNIT 1, HEDGE END RETAIL PARK, CHARLES WATTS WAY, HEDGE END, SOUTHAMPTON, SO30 4RT

Case Officer: Rachael Morris

Description: Consent to display 3no. internally illuminated wall hanging signs mounted to the face of the building (Sign A); 2no. internally illuminated flexible faced tensile showcase sign mounted to the face of the building (Sign B); 1no. vinyl film logo applied to glass of entrance lobby (Sign C); and 1no. Opening times panel and image - vinyl film graphic applied to shopfront glazing (Sign D)

Particular Site Constraints?	Yes ☒	No ☐
- Aviation Safeguarding 15m< - Adjacent to SGN Gas Pipeline Medium Pressure - Adjacent to Tree Preservation Order(s) - Within the urban edge		

Planning History?	Yes ☒	No ☐
- Z/19545/003/00 - The erection of Feed Mill – Permit – Jun 1981 - Z/19545/009/00 - Outline: erection of three non-food retail units – Grant outline – Sept 1987 - Z/19545/011/00 - Non-food retail park (reserved matters) (outline permission ref.19545/9) – Approve reserved matters – Feb 1988 - Z/19545/015/00 - Erection of covered pedestrian walkway – Permit – Oct 1988 - A/19545/018/00 - Internally illuminated signs and non-illuminated signs – Consent – Nov 1988 - Z/19545/019/00 - Approval of reserved matters: erection of restaurant – Approve reserved matters – Dec 1988 - A/19545/017/00 - Internally illuminated signs – Consent – Dec 1988 - Z/19545/031/00 - Demolition of existing retail warehouse and garden centre of 4827 square metres gross external area and replacement with 2 new retail warehouse units of 4352 square metres gross external area new entrance to courts retail unit alterations to car park and associated external works and landscaping – Permit – Feb 1998 - Z/19545/032/00 - Demolition of existing retail warehouse and garden centre of 4,827 square metres gross external area and replacement with three new retail warehouse units of 4,347 square metres gross external area. New entrance to courts retail unit, alterations to car park, associated external works, landscaping, and de-culverting and resitting of existing watercourse including the removal of trees – Permit – Jul 1998 - A/19545/034/00 - Display of freestanding externally lit totem sign – Refuse – Aug 1998 - Z/19545/038/00 - Construction of security fence and gates to rear service yard – Permit – Nov 1998 - A/19545/037/00 - Display of internally illuminated fascia and logo signs – Consent – Nov 1998 - A/19545/035/00 - Display of 2 internally lit freestanding single-sided signs and 7 flagpoles with banners – Consent – Dec 1998 - Z/19545/039/00 - Installation of strip lighting to units 1 - 3 hedge end retail park and courts unit – Refuse – Jan 1999 - F/06/56591 - Siting of 9no. floodlights on front elevation of building – Permit – May 2006 - A/15/77651 - Display of 3no. internally illuminated fascia signs & 6no. internally illuminated logo signs – Consent – Feb 2016		

- A/16/78904 - Display of 3no. internally illuminated fascia signs & alterations to 4no. totem signs – Consent – Sept 2016
- T/20/89258 - 1 no oak (T1) outside unit 2 - Crown lift over the parking spaces to 4 metres. Various trees and small scrub (G2) - interfering with fence and loading area behind unit 1 - crown lift to 4 meters and trim away from fence – Consent – Jan 2021
- F/20/87203 - Partial demolition and subdivision of Unit 1, the subdivision of Unit 2 and the installation of mezzanine floors in Units 1 and 2 and related works, elevational alterations, and refurbishment of Units 1, 1A, 1B and 2, and alterations to car parking layout – Permit – Jun 2021
- F/21/91821 - Use of existing retail unit as food store (Use Class E) with external building and layout alterations to include changes to car park – Permit – Sept 2022
- DC/21/91661 - Discharge of condition 6 (drainage) of planning permission F/20/87203 for partial demolition and subdivision of Unit 1, the subdivision of Unit 2 and the installation of mezzanine floors in Units 1 and 2 and related works, elevational alterations, and refurbishment of Units 1, 1A, 1B and 2, and alterations to car parking layout – Discharged – Nov 2021
- DC/21/91663 - Discharge of conditions 4 (methodology of working), 5 (arboricultural report) and 7 (external lighting plan) of planning permission F/20/87203 for partial demolition and subdivision of Unit 1, the subdivision of Unit 2 and the installation of mezzanine floors in Units 1 and 2 and related works, elevational alterations, and refurbishment of Units 1, 1A, 1B and 2, and alterations to car parking layout – Discharged – Feb 2022
- DC/22/93997 - Discharge of conditions 6 (delivery management plan), 9 (travel plan), 10 (external lighting) and 11 (plant details/noise assessment) of planning permission F/21/91821 for use of existing retail unit as food store (Use Class E) with external building and layout alterations to include changes to car park – Discharged – Nov 2022
- DC/22/93944 - Discharge of condition 4 (CEMP) of planning permission F/21/91821 for use of existing retail unit as food store (Use Class E) with external building and layout alterations to include changes to car park – Discharged - Dec 2022

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No Objection subject to the lights being turned off by 11pm		
Ecology:	Since only light tolerant bat species are likely to be using this area, and there are already high levels of background light, the addition of an extra 1 lux is not likely to impact either the bats or the nesting birds. I have no further objections to the illuminated signs on the north-western and western elevations.		
Hampshire Highways:	In regard to application A/22/94173, having reviewed the information contained within the application pack, it noted that all signage is flat to the building, therefore not causing any obstruction (visual or physical), and luminance levels are appropriate at 108cd/sqm. It is therefore confirmed that there is no objection to the proposals from a highways perspective, subject to a condition being applied.		

Site Visit:	Yes ☒	No ☐
Details: 13/12/22		

Policy:
National Planning Policy Framework Planning Practice Guidance Development Plan: The <u>Eastleigh Borough Local Plan 2016-2036</u> 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.

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.

Design and layout

- The design of the 3no. internally illuminated wall hanging signs mounted to the face of the building, 2no. internally illuminated flexible faced tensile showcase sign mounted to the face of the building, 1no. vinyl film logo applied to glass of entrance lobby, and 1no. opening times panel and image - vinyl film graphic applied to shopfront glazing is suited to the host building in terms of its form, scale and appearance.
- The development would not be an overdevelopment of the site, would retain sufficient amenity space and meet parking standards.
- 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 design and layout respect the character and appearance of the locality.
- The proposed advertising is situated within a retail park setting where advertising is a common feature.
- The number of advertisements is appropriate and it would not be considered a proliferation.
- It is considered appropriate to condition the level of illumination, as recommended by Hampshire Highways and supported by Ecology, as well as the hours in which the illumination should be switched off due to its location adjacent to vegetation and the highway.

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.
- The proposed adverts are positioned approx. 11m from the ground and as such Southampton Airport did not need to be consulted.

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 ☐

Comments ...