

DELEGATED OFFICER REPORT

Application Ref: A/22/94290

Site Address: 65 Tesco Express, Bishopstoke Rd, Eastleigh, SO50 6BF

Case Officer: Rachael Morris

Description: Consent to display 5no. fascia signs, 1no. projecting sign, 3no. dibond panels, 11no. frosting signs and 1no gantry/totem sign.

Particular Site Constraints?	Yes ☒	No ☐
• Aviation Safeguarding • Conservation Area • HCC Archaeological Alert Data • Within the urban edge		

Planning History?	Yes ☒	No ☐
• Z/06873/001/00 - Alterations and extensions – Permit – Feb 1978 • Z/06873/003/00 - Erection of fire escape and door – Permit – Dec 1989 • A/06873/004/00 - Display of illuminated signs – Consent – Mar 1990 • Z/06873/005/00 - Extension to car park – Permit – Jan 1991 • C/06873/006/00 - Alterations and extensions to convert existing outbuilding at rear to provide a five-bedroom unit of letting accommodation – Permit – Jul 2002 • F/07/60971 - Retrospective installation of two awnings on the east elevation of the building – Permit – Nov 2007 • F/22/94289 - To remove the existing gantry sign due to condition and install new – Not yet determined		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	None		
Parish Council:	No Objection		
Built Heritage Consultant:	The application documents show an existing fascia-type name board on the front of the building that does not exist and nor should it. In addition, some drawings show the hanging sign here as being of traditional proportions like the gantry sign on drawing no. 03_6975_03D. but drawing no. Projecting+Sign+V2.1 shows a different proportion which is not acceptable, being contrary to the ethos of this former public house. The other proposed signs are broadly similar to the existing in a different colourway and slightly differing sizes that have no significant bearing on the appearance of the building, unlike the hanging signs at front. The new dibond graphic on the eastern façade is no problem as it is tucked away and has the same proportions as the windows there. It is essential that the proposed plain frosting to be applied to the upper sashes of the front ground floor windows is just that and not opaque like the lower sashes which would deaden the frontage completely at ground floor level – the most seen element. Holding objection until the drawings are corrected to the existing situation, the front fascia sign removed, sign 6 documentations corrected to tally with drawing no. 03_6975_03C and sample submitted of the proposed window frosting. <u>17/12/2022</u> The revised hanging sign is good, and the lettering applied to the frontage is acceptable as the building remains king while helping to advertise the store and help retain its presence.		

	I do notice however that the ground floor windows which previously were to have frosting to the upper panes are now to have opaque vinyl added totally contrary to what I said and standby. This needs to revert to the initial proposal, otherwise no objection. Frosting allows the building to have some life, but the opaque vinyl deadens it completely, downgrading its quality. <u>03/01/2023</u> Solar film instead of frosting would be acceptable, indeed all parts of all of the windows on the road elevation could be done in this which I think would result in a much better overall result. <u>16/01/2023</u>
Hampshire Highways:	No objection to the proposals from a highway's perspective. Fascia signs are non-obstructive, and in terms of the projecting sign and proposed replacement totem sign, these are both set in positions and heights that will not affect visibility or movement. Onwards the proposed luminance levels of 350cd/sqm are acceptable for the location.
Hampshire Archaeology:	No Objection
Southampton Airport:	This has been examined from an aerodrome safeguarding perspective and does not conflict with safeguarding criteria. We, therefore, have no objection to this proposal.

Site Visit:	Yes ☒	No ☐
Details: 13/12/2022		

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, S2 and S8; and Development Management policies DM1, DM11, DM12 and DM14. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals; Bishopstoke Conservation Area Appraisal and Management Proposals. Legislation: 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: • 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; • In the case of public safety: The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome; 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." The site lies within a Conservation Area and Section 72(1) of the Planning (Listed

Buildings & Conservation Areas) Act 1990 states:

“In the exercise, with respect to any buildings or other land in the Conservation Area of any powers (under the Planning Acts), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area”.)

Assessment:

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

Setting

- Set near the southern boundary of the Bishopstoke Conservation Area overlooking the meadows to the south. This building is at the end of a row of houses on the approach to the core of the village and the river crossings with the car wash site to its east.
- The nearest listed building is Bishopstoke Manor to the north/rear of this site but some distance away and shielded by a belt of woodland either side of the river. None of this proposal will have any effect on the setting of this heritage asset.

Principle

- The development is within the urban edge where the principle of development is acceptable.
- Policy DM1, states that all new development should not have an unacceptable impact on, and where possible should enhance residential amenities of both new and existing residents, the character and appearance of urban areas, the countryside, and the coast. In addition, it should take full and proper account of the context of the site including the character, appearance and land uses of the locality or neighbourhood, and be compatible with adjoining uses and be well integrated with these in terms of mass, scale, materials, layout, density, design and siting, both in itself and in relation to adjoining buildings, spaces and views.
- This proposal site is also located within the Conservation Area. There is no specific policy regarding advertisement within the Conservation Area, but it is noted that policy DM12 and the Bishopstoke Conservation Area Appraisal and Management Proposals SPD offers relevant advice.
- The proposal building is listed within the Bishopstoke Conservation Area Appraisal and Management Proposals SPD as a building that make a positive contribution. It is noted that at time of publication, this was a Public House (Prince of Wales) and was noted in the SPD as “Late Victorian public house from between 1892/96 in a yellow brick”. However, the frontage has remained mostly untouched and as such still holds stature to the locality.

Design and layout

- The development would not be an overdevelopment of the site, and parking standards remain unchanged.
- 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 frontage of the building is a notable feature in the locality as the building is listed as making a positive contribution. The frontage plan has been amended to remove an element of background to one advertisement sign to leave just text, as such ensuring this frontage maintains the overarching character. The other sign to the frontage is being replaced as similar to existing.
- The proposed advertisements to the east side elevation are also similar to existing and would not result in a detrimental impact to the host building.

- It is considered these advertisements do not represent a proliferation of signs, will not pose a distraction to users of the highway and will not create a safety risk.
- The proposed solar vinyl on windows will retain a sense of life to the building while also fulfilling the purpose to limit views through the windows.

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.

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 ☐

Comments ...