

DELEGATED OFFICER REPORT

Application Ref: A/22/94275

Site Address: 3A Upper Northam Road, Hedge End, Southampton, SO30 4DY

Case Officer: Summer Sharpe

Description: Consent to display 1no. non-illuminated wall mounted sign.

Particular Site Constraints?	Yes ☒	No ☐
• Within urban edge • Hedge End: Village Centre • Surface water flooding • Airport safeguarding zones • Flood Zone 2 & 3 • Solent disturbance zone		

Planning History?	Yes ☒	No ☐
Application no.	Proposal	Decision
Z/33565/000/00	Change of use for shop to hot food takeaway	Refused (April 1995)
Z/33565/001/00	Change of use for shop to hot food takeaway	Refused (October 1995)

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	<u>1no. Objection:</u> I do not agree to the sign being erected as I do not feel it will benefit the afore mentioned business or the area		
Parish Council:	<u>Following amendments comments 16 February 2023</u> Objection as per previous objection. <u>Comments 5 January 2023</u> Object on the basis of size and impairs the highways visibility. Having additional signs might encourage flyposting.		
HCC Highways:	<u>Following amendments, comments 20 February 2023</u> Having reviewed the information contained within the application pack, it can be confirmed that there is no objection to the proposals from a highway's perspective. <u>10 January 2023</u> No objection to the proposals from a highways perspective. The wall mounted banner sign is flush to the wall and has no impact upon either highway movement or visibility, and the freestanding sign to be located on private land is set back far enough from the junction of Freegrounds Avenue/ St John's Road, that again there is no impact on highway movement or visibility.		

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), DM1 (General development), and DM13 (Transport).

Supplementary Planning Documents

Site Visit

Yes ☒

No ☐

5 January 2023.

Assessment:

Site & Surroundings

The application site is located on a corner plot, to the north of Upper Northam Road (B3036), and west of Wildern Lane. The proposed advert would be situated on the eastern elevation of 3A Upper Northam Road. At the date of the site visit there did not appear to be any signage, however it was noted that advertisements had previously been in situ. To the immediate east of the application site, is a car park access via Wildern Lane.

The site and wider surrounding area forms part of the Hedge End Village Centre.

Proposal

The application has been amended during the course of this application whereby the previously proposed free-standing sign on the green on the corner of St John's Road has been removed. This application now seeks consent to display 1no. non-illuminated wall mounted sign.

The proposed advert would measure 1.1m in height by 2m in length. This would be situated on the eastern side elevation of 3A Upper Northam Road and would be approx. 1m above ground floor level.

The advertisement would relate to Spring Tides Café which is located on a corner plot, to the north and east of Freegrounds Road, the south of St John's Road (B3033), and the west of Freegrounds Avenue.

Principle

The application site falls within the urban edge, whereby the principle of development is considered to be acceptable. Further it is noted that the site and surroundings form part of the Hedge End Village Centre, therefore this type of development is common within the vicinity. The proposals would, however, be subject to the following considerations.

Impact Upon Amenity

The application site falls within the Hedge End Village Centre whereby advertisements are prominent within the immediate and wider surroundings. Due to the nature of the surroundings, the addition of 1no. advert would be considered to harmonise with a common characteristic of the area. The proposals are therefore considered to be reflective of the existing surroundings and would be acceptable.

Impact upon Public Safety

Due to the location, size and siting, the advert is unlikely to pose any adverse impact upon the public amenity or safety aspects. The proposals do not obstruct any highway surveillance cameras, speed cameras or security cameras. The signs are also not considered to distract road users or highway safety by reason of their size, scale and location. Further, Highways have not raised any objection with regard to the proposals.

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 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 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 ☐