

DELEGATED OFFICER REPORT

Application Ref: A/22/94136

Site Address: LAMBERT BROTHERS HAULAGE LTD, WOODSIDE AVENUE,
EASTLEIGH, SO50 4ZR

Case Officer: Clare Martin

Description: Consent to display 1no. free-standing steel and glass LED Digital Display, 2m wide by 4m high.

Particular Site Constraints?	Yes ☒	No ☐
• Nature Conservation NE - SSSI Impact Risk Zones • Hazards/other environmental - Environment Agency Surface Water Flooding • Aviation safeguarding - Airport Safeguarding Zones • Hazards/other environmental EA Flood map Flood Zone 2 • Hazards/other environmental SGN Gas Pipeline Medium Pressure • Nature Conservation HRA Screening Criteria River SAC, SPA, Ramsar • Nutrient Neutrality Catchment • Sewers - SW Sewers 2m Buffer		

Planning History?	Yes ☒	No ☐
• F/21/91183 - Erection of Units 1-4 for flexible industrial use (Use Classes B2 and B8) and Unit 5 for builders' merchant and external storage, including storage, distribution and ancillary trade counter (Sui Generis Use) - permit 04/02/2022		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	<u>1 x comment:</u> This proposed display is presumably aimed at vehicle drivers so needs to be designed not to distract them from this busy road at any time of day or night. <u>1 x objection:</u> • Height differs from the application form • The location for this sign is not suitable, given the high-speed dynamics of the highway. The location is a busy primary route, heavily used by cars, vans, MGV's and HGV'S. Surrounding the location are numerous industrial sites. The highway is subject to a 40 mph speed limit. Running parallel with the highway, is a cycle lane; nearby is a blind junction, used heavily by commercial and HGV's. Driving along Woodside avenue, Emerging from underneath the overhead railway bridge, the road user would be in a dual carriageway, dealing with a cycle lane, a road junction and having to anticipate a roundabout ahead. Adding a large, fluctuating image, digital illuminated commercial advertising sign to the dynamics, would create a potential hazard to road users. Also consider emergency ambulances regularly emerge from their base, off the nearest junction, creating another potential hazard to deal with. • Excessive in size and, unsuitable given the light pollution and glare of this sign. The glare from the lighting pixels, particularly when natural light levels are low, would create another potential		

	hazard, driver's distracted and their sight drawn away from the road by the motion and light from the proposed signage Propose next to rail line and could distract train driver's attention.
Ecology Officer:	No objection The photos from Google Earth images show a streetlight and very sparse vegetation along the verge next to the fence. I don't think that the addition of the proposed illuminated sign would cause an additional impact to wildlife in this area. The verge next to the fence could be enhanced with flowering plants to attract pollinators.
Parish Council:	No Objection
Highways:	No Objection, subject to illumination condition The location of the proposed signage sits outside of the required visibility splay when exiting site, and quoted luminance levels of 300cd/sqm are acceptable as is the image change frequency of one image every 10 seconds or more.
Southampton Airport:	No Objection
Pollution:	No Objection, subject to illumination condition
Network Rail:	No Objection

Site Visit:	Yes ☒	No ☐
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Legislation: Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:- <i>"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."</i> Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:- <i>"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:</i> <i>(a) 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;</i> <i>(b) In the case of public safety:</i> <i>(i) The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;</i> <i>(ii) 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.</i>

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 Development Management policies DM1, DM11 & DM12

Assessment:**Visual Impact**

It is recognised that there is a move towards digital LED signage and there are now a few examples of such signage within Eastleigh Borough (including a digital sign along Southampton Road, which was allowed on appeal - A/20/87493). It is noted that the LED display for the sign has been reduced in size from 3m by 6m to 2m by 4m and in doing so the sign is more in proportion to its surroundings.

The proposed sign is on the site of a new flexible industrial unit and will be positioned on the landscaping strip at the front of the site, between Woodside Avenue and the new car parking area for the industrial unit. The locality is a mix commercial/ industrial area where a range of signage is commonly found, and it is considered that the proposed digital display sign (now reduced in size) will fit in with the character of the locality. It is noted that the site is a reasonable distance from the nearest residential property (on the far side of the railway line) and is not close to any heritage assets.

Public Safety

The site is next to a main through road and adjacent to a raised railway bridge. While the proposed sign will be viewed from the roadside (and to some extent from the railway line) it is not considered to pose a safety risk, as the illumination will be capped at 300 candelas per metre square and the images will only change every 10 seconds. Furthermore, the sign is mounted approximately 5m above ground level and so will not obstruct the public footpath or encroach onto the road. No objection has been raised by the Highway Officer or Network Rail on safety grounds.

Equalities Act:

Section 149 of the Equalities Act 2010 created the public sector equality duty.

Section 149 (1) 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 Environment 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 emerging 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 emerging plan policy. The need to support the economy is part of the Strategic Environmental Assessment for the Emerging 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 Emerging Local Plan sets a target for 14,580 dwellings to be provided by 2036. The NPPF, Saved Policies 34.ES and 37.ES of the Local Plan, Policies S1, DM2 and DM3 of the Emerging 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 reduce/limit impacts on climate emissions as a result of the development or its use.

Conclusion:		
Recommendation:	CONSENT ☒	REFUSE ☐
Comments ...		