

DELEGATED OFFICER REPORT

Application Ref: A/23/95160

Site Address: 113 WINCHESTER ROAD, CHANDLER'S FORD, EASTLEIGH, SO53 2GH

Case Officer: Dorothy Hei-Tung-Hoh

Description: New sign to replace the existing. Sign is non illuminated and positioned on a post in front of existing coffee shop.

Particular Site Constraints?	Yes ☒	No ☐
• Within the urban edge • Adjacent to shopping mall (Fryern Arcade)		

Planning History?	Yes ☒	No ☐
• A/04807/012/00 - Illuminated cash dispenser sign - Consent To The Advert Display - 20/06/1989 • A/04807/012/01 - Variation to planning permission a/4807/12 dated 20jun89 for illuminated cash dispenser sign to the following extent only: amended position of illuminated cash dispenser sign in accordance with letter and plans dated 11sep89 - Consent Variation (Advert) - 1989 • F/06/57274 - Replacement of 4no. air conditioning units at rear. - Permit - 08/09/2006 • Z/04807/013/00 - Installation of air conditioning units rear of bank - Permit - 27/09/2007 • Z/04807/011/00 - Installation of cash dispenser and relocation of night safe - Permit - 07/01/2008 • A/04807/012/00 - Illuminated cash dispenser sign - Consent To The Advert Display - 07/01/2008 • A/10/67707 - Display of 2no. illuminated fascia signs and 1no. illuminated projecting sign - Consent To The Advert Display - 29/09/2010 • F/12/71827 - Replacement of first floor window lintels with brick soldier course - Permit - 30/01/2013 • F/21/91714 - Alterations to front and rear of property consisting of; installation of 1no. double doors and removal of existing entrance with replacement window to front elevation and installation of 1no. double doors with disabled access ramp to rear elevation. - Permit - 25/11/2021 • F/22/93802 - External alterations to include installation of extractor duct and condensing unit (rear elevation) to facilitate Café (Class E), addition of awnings and fenestration alterations. - Permit - 18/01/2023 • A/22/93865 - Consent to display 1no. non-illuminated retractable awnings, 3no. vinyl signs and 1no. projecting sign. - Consent To The Advert Display - 18/01/2023		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
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Representations:	One objection was received to the proposal, stating that there is too much street furniture, which would block pedestrians' routes and sightlines.
Parish Council:	No comments received
HCC Highways:	No objection to the proposals from a highways perspective.

Site Visit:	Yes ☒	No ☐
Details: 23 rd May 2023		

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; policy E3(1c) and Development Management policies DM1, DM13 and DM22. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:
The application site relates to an end of terrace building, occupying a corner plot, to the north of Winchester Road. The building is finished in red facing brick work with large fenestration at ground and first floor level, with a mansard roof above. To the immediate north of the site is a small hard standing for parking provisions serving the unit. Further north and east are other parking provisions. The site and wider surroundings fall within the Chandler's Ford: Fryern Arcade centre, whereby there are a mixture of commercial uses nearby. The application seeks retrospective consent for updating an existing signpost with a new sign as a new coffee shop has opened on the ground floor replacing the bank. <u>Legislation</u> 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.”

Principle

- The application site falls within the urban edge, and defined Chandler’s Ford: Fryern Arcade centre, whereby the principle of development is considered to be acceptable. The application site has previously featured signage whereby the introduction of new signage is considered to be acceptable in principle, however, this would be subject to the following considerations.

Character and Design

- The application site falls within the defined Chandler’s Ford: Fryern Arcade centre, whereby commercial units and advertisements are a common characteristic. The proposals are therefore considered to be reflective of the existing surroundings and would be acceptable. The new sign sits comfortably within the street scene and does not detract from this prevailing character.
- Although the sign is positioned on a post in front of existing coffee shop, it is positioned in a previously approved signpost location for Barclays Bank. As such, it does not result in any site layout changes.

Highway and Public Safety

- The post is existing and has been in place for many years without known incident, physically or visually. From the officer’s inspection, it does not distract road users or highway safety. Furthermore, the sign to be located on the post is non-illuminated and is set at a height sufficient not to be an issue for either passing pedestrians or visibility splays.

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.

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.

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:

- Subject to Conditions
- The application is recommended for approval. Consent to the advert display.

Recommendation:

PERMIT ☒

REFUSE ☐

Comments