

DELEGATED OFFICER REPORT

Application Ref: A/23/95303

Site Address: HENDY MAZDA EASTLEIGH, VILLENEUVE ST GEORGES WAY,
EASTLEIGH, SO50 9SJ

Case Officer: Rebecca Altman

Description: Installation of: 3 no. fascias with 3 no. illuminated Kia logos and 2 no. illuminated 'Hendy' individual letter signs; 1 no. illuminated Kia totem sign; and 1 no. non-illuminated entrance gate

Particular Site Constraints?	Yes ☒	No ☐
• Within urban edge • Aviation safeguarding area (not relevant to proposal) • Some surface water flood risk on the site, and parts of site in Flood Zones 2 & 3 • Adjacent to Fleming Park (public park / open space) • Public footpath adjacent to western boundary		

Planning History?	Yes ☒	No ☐
• A/18/83606 – various signs – consent 22/08/2018 • A/18/82603 – various signs – consent 05/04/2018 • A/18/82586 – various fascia signs and totem sign – Consent 05/04/2018 • X/17/80119 – variation of condition 1 for revised site layout – permission 13/07/2017 • F/16/78623 – construction of car dealership – permission 30/08/2016		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	One representation received, objecting on the following grounds: - Excessive street furniture; - Concern about risks to users of the highway; - Illuminated signs would cause greater safety risk; - The totem sign should not be illuminated due to being so close to the highway; - Illuminated signs cause increased light pollution.		
Parish Council:	No comments received.		
Highway Authority:	No objection subject to luminance no greater than 600 candela per square metre and no light source visible from the highway. The majority of signs are located on the built structure itself and the totem sign would remain in a non-obstructive position.		

Site Visit:	Yes ☒	No ☐
Details: 28 June 2023 – photographs on file.		

Policy:
National Planning Policy Framework National Planning Practice Guidance
Development Plan:

The relevant policies of the Eastleigh Borough Local Plan 2016-2036 are: S1, DM1 and DM13.

Supplementary Planning Documents:
Quality Places SPD

Legislation:

Regulation 3 (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:

3.(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a) the provisions of the development plan, so far as they are material; and

(b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Assessment:

Amenity

The proposed signage would replace existing signs and would mostly be located on the main building. The totem would be the largest, most prominent sign, and although it appears to be shown in a slightly different location than the existing one, the applicant has confirmed that it will be a replacement for existing and therefore will not add to visual clutter. The signs would have illuminated lettering and logos, similar to existing. Overall the signage is considered appropriate in relation to the building on which they would be displayed, and in keeping with the type of signage seen within the surrounding area.

Public safety

The Highway Authority has raised no objection, noting that the majority of the signs would be located on the building and that the totem sign would be in a non-obstructive position. A condition is recommended to restrict the luminance of the signs to no more than 600 candelas per square metre, which is an appropriate level of luminance for the location. It is noted, however, that the signs are proposed to be illuminated to a much lower level than this (110 candelas per square metres as indicated on the application form).

Although concerns have been raised by a local resident about the visual impact and safety of the signs, for the reasons outlined above, the signs are considered appropriate in terms of appearance and not harmful to public safety.

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 ☐
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Standard conditions plus restriction on luminance level.