

# DELEGATED ADVERT REPORT

**Application Ref:** A/23/95594

**Site Address:** UNIT 1, HEDGE END RETAIL PARK, CHARLES WATTS WAY, HEDGE END, SOUTHAMPTON, SO30 4RT

**Case Officer:** Alexandra Stone

**Description:** 3.no Internally Illuminated wall hanging signs to be mounted to the face of the building (Signs A).

|                                     |                                     |                                               |
|-------------------------------------|-------------------------------------|-----------------------------------------------|
| <b>Particular Site Constraints?</b> | <b>Yes</b> <input type="checkbox"/> | <b>No</b> <input checked="" type="checkbox"/> |
| - Within Urban Edge                 |                                     |                                               |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                |                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|------------------------------------|
| <b>Planning History?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Yes</b> <input checked="" type="checkbox"/> | <b>No</b> <input type="checkbox"/> |
| <p>Most relevant planning applications to this application:</p> <p><b>A/19545/037/00 - Consent to Advert Display – 09/11/1998</b><br/>           Display of internally illuminated fascia and logo signs</p> <p><b>A/15/77651 – Consent to Advert Display – 03/02/2016</b><br/>           Display of 3no. internally illuminated fascia signs and 6no. internally illuminated logo signs</p> <p><b>A/16/78904 – Consent to Advert Display – 07/09/2016</b><br/>           Display of 3no. internally illuminated fascia signs and alterations to 4no. totem signs</p> |                                                |                                    |

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|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-------------------------------------------|
| <b>Publicity:</b>         | <b>Letters</b> <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Site Notice</b> <input type="checkbox"/> | <b>Newspaper</b> <input type="checkbox"/> |
| Representations:          | <p><b><u>Objections</u></b></p> <p><u>58 Goodlands Vale (Summarised):</u></p> <p>Concerned about light pollution and effect upon neighbouring properties, also anti-social behaviour.</p> <p><u>Officer comments:</u></p> <p>The proposed illumination is well below the recommendation made by Hampshire highways in the interest of highway safety and amenity. The proposed signage is also facing towards the highway and not towards neighbouring dwellings so would not cause any more light pollution to residents.</p> <p><u>58 Goodlands Vale (Summarised):</u></p> <p>Already have a lot of noise pollution from store, installing flood lights will add more light pollution. Will allow more light into their property when trees shed leaves.</p> <p><u>Officer comments:</u></p> <p>The application is not for floor lights therefor would be minimal light from the proposed signage, as stated above, below recommended candela.</p> |                                             |                                           |
| Parish Council:           | No Comments Received                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                             |                                           |
| Hampshire County Council: | No Objection – Subject to condition securing maximum candela of 200 candelas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                             |                                           |

|                     |                                                |                                    |
|---------------------|------------------------------------------------|------------------------------------|
| <b>Site Visit:</b>  | <b>Yes</b> <input checked="" type="checkbox"/> | <b>No</b> <input type="checkbox"/> |
| Details: 01/09/2023 |                                                |                                    |

**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 S2; and Development Management policies DM1, DM2, DM11 and DM14.

**Supplementary Planning Documents:**

Quality Places; Residential Parking Standards; Character Area Appraisals.

**Assessment:****Site & Surroundings**

The application site specifically comprises unit 1 Hedge End Retail Park, which is situated towards the southern boundary of the site. The immediate surroundings comprise other commercial/ industrial uses, served by parking provision. This complex of units is situated to the east of the M27, north of Upper Northam Road and south of Charles Watts Way. The wider surroundings (to the north/ east) comprise commercial and industrial units, which are denoted by an array of signage/ totem poles and residential area to the south.

**Proposal**

From a site visit (1 September 2023) it was noted that all adverts were in situ, therefore the application would now be seeking the retention of the following signage:

3.no Internally Illuminated wall hanging signs to be mounted to the face of the building (Signs A).

**Principle**

The application site falls within the urban edge, specifically within an area established by commercial/ industrial uses whereby the principle of development is considered to be acceptable, however, would be subject to the following considerations.

**Impact Upon Amenity**

Given that these adverts have replaced previous occupiers signage with that of similar size, they are therefore considered to be acceptable.

The proposal seeks to illuminate the signage with no more than 108 cd/m<sup>2</sup>. Hampshire High Highways consultation raises no objection subject to the condition that there will no more than 200 cd/m<sup>2</sup>. As the application is well below the recommendation then the application would be deemed acceptable.

**Impact upon Public Safety**

Due to the locations, sizes and siting, the adverts are 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. 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).

#### 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 ...