

DELEGATED OFFICER REPORT

Application Ref: A/23/95727

Site Address: ST ANDREWS BUILDINGS, HIGH STREET, HAMBLE-LE-RICE

Case Officer: Rachael Morris

Description: Proposed signage change to existing shop front.

Particular Site Constraints?	Yes ☒	No ☐
• Conservation Area • HCC Archaeological Alert Data • Within the urban edge		

Planning History?	Yes ☒	No ☐
• Z/18197/001/00 - Single storey extension – Refuse – Jul 1980 • Z/31881/000/00 - Change of use from retail shop to restaurant – Refuse – Nov 1990 • L/28225/001/00 - Demolition of 7 and 8 St. Andrews buildings (demolition of buildings in conservation area) – Refuse – Nov 1991 • C/31881/001/00 - Change of use from shop to restaurant- Permit – Jun 1992		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☒
Representations:	None		
Parish Council:	No Comment		
Built Heritage Consultant:	<u>Oct 2023.</u> Satisfied with changes. <u>Sept 2023.</u> St. Andrews Buildings are late Victorian within the Hamble Conservation Area on the northern boundary of the western tip. The large areas of plain white proposed in the shop windows are not appropriate for this age of building in a conservation area. It would look better if: A.) it did not cover the whole window area and B.) the obscuration was like the right-hand side as currently seen on Street View - an etched effect. Obviously, I don't know what happens behind the full height image/film which may determine it being full height but would prefer if it were only half or three quarters high, ideally the same as the other side. Holding objection.		
HCC Archaeology:	The application does not appear to involve groundworks and so I would not raise any archaeological issues.		

Site Visit:	Yes ☒	No ☐
Details: 08/09/2023		

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; and Development Management policies DM1, DM11, DM12 and DM14. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals; Hamble-le-Rice Conservation Area Appraisal.

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."

Assessment:

The development is considered acceptable and complies with policies DM1, DM11, DM12 and DM14 from the 2016-2036 local plan, in that:

Principle

- The Hamble-le-Rice Conservation Area Appraisal notes the application site, stating "For day-to-day activity Hamble maintains a range of shops and pubs, grouped around St Andrews Buildings at the west end of the High Street, on the south side of The Square and in the High Street leading down to the foreshore."
- The Conservation Area boundary was extended in 1990 to include the St. Andrews buildings.
- The Hamble-le-Rice Conservation Area Appraisal includes some policies from the previous Local Plan (2001-2011) which are now not in use as current policy. Nonetheless, their presence within the conservation area appraisal is one to be noted. Specifically, an old policy (172.LB) states that "Applications for advertisements and fascia signs in conservation areas will only be permitted if they meet all the following criteria: the proliferation of signs will be discouraged and signs will be restricted to the ground floor wall area; fascias and advertisements should be designed as an integral part of the shop front and in keeping with the character of the surrounding area. Box signs will not be permitted, and traditional signs and fascia details should be retained wherever possible; illuminated signs will not be permitted. Where consent is given in exceptional circumstances, the sign should take the form of spot and halo lighting or rear illumination cut-out lettering; the Borough Council will only accept 'corporate image' advertising where it is not detrimental to the character of the building and surrounding area; and consent will only be granted for advertisement hoardings, if it can be demonstrated to the satisfaction of the Borough Council, that no harm to amenity or public safety will be caused."
- DM12 from the most up to date 2016-2036 Local Plan states that development of a heritage asset or within its setting will be permitted provided it does not harm or detract from the significance or special interest of the asset and sustains and enhances its special character and qualities. Permission for development which results in substantial harm to, or loss of, designated assets of the highest significance will be wholly exceptional.
- The development is within the urban edge where the principle of development is acceptable.

Design and impact to the Conservation Area

- The design respect the character and appearance of the locality.
- The Built Heritage Consultant made a comment that the large areas of plain white film to the shop windows would not be appropriate for this age of building in a conservation area. Therefore, this was amended by the applicant and re-submitted to amend this to a mid/dark grey film.
- The film was not able to be reduced on the left-hand side as this was placed to hide a studwork wall behind it. However, the film is only to half the window on the right-hand side which retains 'life' in the building and reduces the potential of a dull elevation.
- This scheme does not harm or detract from the Conservation Area setting as it provides a non-illuminated advert restricted to the ground floor area only with modest film which does not create a dominant feature to the street scene.
- It is considered these advertisements do not represent a proliferation of signs, will not pose a distraction to users of the highway, and will not create a safety risk.

Other material considerations

- There will be no adverse impact upon trees or other natural features worthy of retention.
- There are no likely significant impacts on the SPA.

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:	CONSENT ☒	REFUSE ☐
Comments ...		