

DELEGATED OFFICER REPORT

Application Ref: A/23/95591

Site Address: 111 WINCHESTER ROAD, CHANDLER'S FORD, EASTLEIGH, SO53 2GH

Case Officer: Rebecca Altman

Description: Display of new fascia signs, logo signs, projecting sign and car park signs

Particular Site Constraints?	Yes ☒	No ☐
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Planning History?	Yes ☒	No ☐
Previous advert applications: - A/15/77644 - Display of 1no. non illuminated ATM surround sign - Consent to Advert Display – 17/02/2016 - A/12/70961 - Display of 2no. externally illuminated fascia signs, 1no. hanging sign, and 2no. wall mounted signs - Consent to Advert Display – 01/08/2012 Various other planning applications relating to alterations and changes of use.		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	No representations received.		
Parish Council:	No comments received.		
Highway Authority:	No objection.		

Site Visit:	Yes ☒	No ☐
Details: 20/09/2023 – photographs on file.		

Policy:
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.

National Planning Policy Framework Planning Practice Guidance

Development Plan:

The Eastleigh Borough Local Plan 2016-2036 The most relevant policies are S1 and DM1.

Supplementary Planning Documents:

Quality Places SPD

Assessment:

Amenity impact

The application seeks consent for the display of various adverts relating to the Co-op food store, which is currently under refurbishment. The signs would include the following:

- New fascia and projecting sign to front elevation with internally illuminated lettering (300 cd/m²);
- New fascia signs to side (south-west) and rear (north-west) entrances with internally illuminated lettering (300 cd/m²);
- 2 x post mounted customer car park signs (non-illuminated);
- Various wall mounted signs to side elevation and car park walls (non-illuminated).

The fascia and projecting signs would be an update to previous signage over the entrances, and are considered appropriate in terms of size and appearance.

The post mounted signs would be located within the rear car park, one to the left of the entrance and one adjacent to the car park rear wall. These signs would be non-illuminated and fairly modest in size with a 2.1m post displaying a sign measuring 0.45m x 0.45m, and the Agent has confirmed that the one adjacent to the rear car park wall would not obstruct any of the windows of the adjacent community centre.

Although there are a number of additional wall mounted signs proposed around the walls of the car park, these would be at a low level, non-illuminated and modest in size, providing information about the different types of customer parking. This type of signage is considered appropriate as part of a retail use and would not be visually intrusive.

The Highway Authority has also raised no objection noting that the luminance levels of the illuminated signs are acceptable for the location. Overall, whilst a number of signs are proposed, they are appropriate in terms of their size and design and would not have an adverse impact on the visual amenity of the area.

Public safety

The signs would all be positioned on the existing building or within the car park. The signs would not obstruct pedestrian or vehicle movements and would not harm 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: The proposed signs would not have an adverse impact on the amenity of the area or public safety.

Recommendation:

PERMIT ☒

REFUSE ☐

1. The development hereby permitted shall be implemented in accordance with the following plans numbered: External Signage Scheme ref. 29845v01_02 (1 to 9).

Reason: For the avoidance of doubt and in the interests of proper planning.

2. This consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.
 - a) No advertisement to be displayed without the permission of the owner of the site (this includes land or buildings where the advertisement is displayed), or any other person with an interest in the site entitled to give permission.
 - b) The siting or display of an advertisement is prohibited if it endangers anyone using any highway, railway, waterway, dock, harbour or aerodrome (civil or military), or would obscure or hinder the ready interpretation of any traffic sign, railway sign or aid to navigation by water or air. It also prohibits the siting or display of an advertisement that would hinder the operation of any device used for the purpose of security or surveillance (such as closed circuit television cameras), or for measuring the speed of any vehicles (speed cameras or other speeding measuring devices.]
 - c) The advertisement and any land or building used for the purpose of its display to be maintained in a reasonably clean and tidy condition so that it does not impact the visual amenity of the site.
 - d) Any structure or hoarding used for the display of advertisements to be maintained in a safe condition that does not endanger the public.
 - e) Following the removal of advertisement the site shall be left in a condition that does not endanger the public and in a reasonably clean and tidy condition so that it does not impact the site's visual amenity.

Reason: To comply with the advertisement regulations.

3. The illumination of the signs hereby permitted shall be no greater than 300 candelas per square metre and no light source shall be visible from the highway.

Reason: In the interest of highway safety in accordance with Policy DM13 of the Eastleigh Borough Local Plan (2016-2036).