

DELEGATED OFFICER REPORT

Application Ref: F/23/95584

Site Address: GOURMET 4, HEDGE END TRADE PARK, TOLLBAR WAY, HEDGE END, SOUTHAMPTON, SO30 2JN

Case Officer: Claire Campbell-Best

Description: Provision of 2no. illuminated fascia signs and 1no. illuminated projecting sign, 2no. AC condenser units and 1no. extract grille

Particular Site Constraints	Yes ☒	No ☐
Within the Urban Edge Tree Preservation Order(s) Designated employment Site Part of Established Trade Park (Hedge End Trade Park)		

Planning History	Yes ☒	No ☐
Reference	Description	Decision
A/21/89861	Provision of new internally illuminated fascia signage	Permit
A/16/77850	Display of 1no. internally illuminated pole sign	Consent to Advert Display – March 2016
A/15/77419	Display of 1no. Internally illuminated wall mounted fascia sign, 1no. Internally illuminated above entrance 'come on in' sign, 1no. Internally illuminated menu box, 1no. Internally illuminated 'takeaway' sign, 1no. Internally illuminated wall mounted 'restaurant and takeaway' sign, and 2no. non-illuminated awnings to front elevation (amended description).	Consent to Advert Display – January 2016
Z/33736/015/00	Erection of bin store to rear	Permit – January 2004
A/33736/008/00	Display of 4no. internally illuminated fascia signs on	Consent to Advert Display – January 2003
A/33736/001/00	Display of internally illuminated 12m high pole sign	Refused May 2003 (Appeal Dismissed May 2003)

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	<u>1no. comment received from 17 Meadow Grove:</u> Busy roundabout on primary route. High risk of collisions. Hard to determine from application plans where illuminated signs will be sited? Should not be visible 'roadside' as this would be a distraction to road users. Should not be illuminated roadside either. Light pollution. What brightness will the illuminated signs be? Will they be on 24/7? LPA Note: The location of the signs and the brightness are covered in the assessment section below		
West End Parish Council:	No comments received		
Hampshire Highways:	No objection – The signage, air conditioning units and extractor grills are situated in non-obstructive locations, and in terms of signage luminance, this falls below maximum levels permitted		
Trees:	No objection		

Environmental Health:	No objection	
Site Visit:	Yes ☒	No ☐
Details: 11/09/2023		

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, DM2, DM11, DM14, DM15. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.

Legislative Provisions: 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 inly in the interests of amenity and public safety, taking account of any material factors, and in particular: (a) 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; (b) In the case of public safety: (i) The safety of any person who may use road, railway, waterway, dock, harbour or aerodrome; (ii) 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.
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Assessment: <u>Site and Surroundings</u> The application site is the former Gourmet 4 restaurant sited on a prominent corner plot at the junction of Botley Road and Tollbar Way and forms part of the Hedge End Trade Park. This, as well as the wider surrounding area, is formed of a mixture of commercial uses set within trade and retail parks respectively. <u>Proposal</u> This application seeks approval for the installation of 2no. air conditioning units and 1no. extract grille and new entrance doors. The application also seeks advert consent for 2no. internally illuminated signs and 1no. projecting internally illuminating signs (Greggs).
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The air conditioning units and extract grille are to be mounted on the rear (north) elevation. Both of the AC condensers would be 2m from ground level, one would measure 0.95m x 0.95m and the second will measure 1.3m x 1.1m. The extract grille would be sited 3.5m from ground level.

The existing entrance doors would be replaced with new manual swing doors to match the existing. The height (3m) and width (4.6m) to the entrance doors and associated windows would remain unchanged.

The proposed 2no. internally illuminated fascia signs would replace signage in a similar location on the front (north) and rear (south) elevations and would both measure 4.5m x 1.05m. Both signs would comprise of a box sign in blue with the lettering 'Greggs' and quattro dots. The letters and quattro dots would be the only illuminated part of the signs. The luminance levels of the signs would be 350cd/m².

The proposed projecting box sign would be located on the front elevation and would measure 700mm x 700mm and would be sited 3m from ground level. This sign would be double sided in blue with the same 'Greggs' lettering and quattro dots, as with the fascia signs, the letters and dots would be illuminated with the same luminance levels (350cd/m²).

Principle

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

Impact on Amenity and Character of the Area:

The proposed signage would replace the previous occupier's signage with that of a similar size in a retail trading park with the nearby units having similar signage in place. Therefore, it is considered the appearance, scale and location of this signage would not detract from the character or visual amenity of the locality. Additionally, there are no occupiers of residential properties who would be directly affected by the display of the proposed signage and as such, the local amenity would not be harmed. A condition will be applied which will ensure the signs are only lit during the hours of opening and as noted, the plans indicate only the letters and 'dots' would be the only illuminated parts of signage.

The proposed AC condenser units and extractor grille are sited to the rear elevation where they would be partially visible from the highway as protected trees screen the majority of the building to the rear. The building itself is also set back down from the highway (Tollbar Way) and as such it is considered this element of the proposals would not appear as an overly dominant feature with the surrounding area.

The changes proposed to the entrance doors are minimal and would not significantly alter the appearance of the front elevation and is considered to be acceptable.

Impact upon Public Safety

It is not considered the proposed signage would have a detrimental impact on either public or highway safety. Hampshire Highways were consulted as part of this application, and they have advised they have no objection to the signage as they would be positioned in non-obtrusive locations and the luminance levels would be below the maximum levels permitted. A condition will be imposed to ensure the luminance levels do not exceed 350cd/m² and to ensure that no light source is visible from the highway in the interests of highway safety.

Environmental Health

The retail unit, as noted is a significant distance away from neighbouring residential properties and is unlikely to generate any odour or noise concerns. Information on noise and odours was submitted as part of this application, Environmental Health reviewed these documents and had no objections to the proposals.

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 aims for the need for housing to be met, and policy S2 of the Local Plan sets a target for 14,580 dwellings to be provided by 2036. 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 and is expected to reduce/limit impacts on climate emissions as a result of the development or its use.

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: This application is recommended for approval, subject to conditions

Recommendation:

PERMIT ☒

REFUSE ☐