

DELEGATED OFFICER REPORT

Application Ref: A/23/96043

Site Address: Old Oak Farm, Winchester Road, Fair Oak, Eastleigh, SO50 7HD

Case Officer: Summer Sharpe

Description: 2.no. totem sign boards (2.4m high in total) with 1.2m wide oval head boards.

Particular Site Constraints?	Yes ☒	No ☐
• Countryside • Surface water flooding • Great Crested Newt Zone (green & amber)		

Planning History?	Yes ☒	No ☐
Application no.	Proposal	Decision
F/23/95554	Change of use to poultry and livestock farm, with associated structures, and hard surfacing. (Retrospective application).	Under Consideration
Further south of the application site:		
F/23/96082	Removal of two mobile homes and accompanying buildings and replacement with two new self-build dwellings, creation of new paddock area, improvements to access sight lines, and new landscaping of site frontage.	Under Consideration

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	<u>1 no. comment:</u> There are no plans or details published with this application.		
Parish Council:	No objection.		
HCC Highways:	<u>Comments 9 November 2023 (following receipt of amended plans):</u> No objection – the amended plan shows the location of the signs to be set back 2.4m from the back edge of the carriageway. As such, the signage will not impact upon visibility splays when exiting site. <u>Comments 16 October 2023:</u> Holding objection – the location of the signage appears to be only 1.2m from the edge of highway, and as such would obscure required visibility splays when egressing the site. It would be requested that they are either pushed back into site to a point 2.4m from the edge of highway, or appropriate visibility splays are added to the drawings to show that the signs are indeed set outside of the visibility envelope.		

Policy:
National Planning Policy Framework
National Planning Practice Guidance
Development Plan:
<u>Eastleigh Borough Local Plan 2016-2036</u>

Policies: S1 (Delivering sustainable development), S5 (Countryside), DM1 (General development), and DM13 (Transport).

Supplementary Planning Documents

Site Visit

Yes ☒

No ☐

23 October 2023.

Assessment:

Site & Surroundings

The application site comprises a piece of land located to and accessed via the east of Winchester Road (B3354). The site and its use is subject to a separate application (F/23/95554), however the subject of this application relates to signage associated with the use of the site (agricultural small holding). The surrounding area comprises countryside, to the north and east are open fields, to the south-west is Hillview Manor Park, and further south is 'In-Excess Garden Centre'.

Proposal

This application seeks the retention of 2no. totem sign boards. These are situated to the north and south of the main entrance of the site. The signs measure 2.4m in height and 1.2m in width. Amended plans have been received during the application process, whereby the signs have been proposed to be set back 2.4m from the edge of the highway.

Principle

The application site falls within designated countryside protected by Policy S5. This Policy sets out that new development in the countryside is generally restricted and notes (1) compatible usages for which new development in the countryside is appropriate. Section 1.a of this Policy sets out the provision of employment through agricultural development is acceptable in principle, and is further supported by Policy DM17. Policy DM17 section 2 sets out that development should be appropriate with regard to the agricultural use and countryside landscape. The signage would serve to direct/ inform users of the site. The proposals are therefore considered to be acceptable in principle, however, would be subject to the following considerations.

Impact Upon Amenity

The application is seeking retrospective permission for the siting of 2no. signs to the north and south of the main entrance. Following the receipt of amended plans, these would be set back 2.4m from the highway, within the site. Whilst the site is located within the countryside it is noted that there are other forms of signage within a relatively close proximity, namely the signage for the garden centre to the south of the site. As a result of the amended siting, the proposals would not result in unacceptable visual clutter within the streetscene. To conclude, the proposals are considered to be acceptable in this regard.

Impact upon Public Safety

As originally submitted, the Local Highways Authority raised an objection to the position of the adverts. Following the receipt of amended plans, the LHA raised no objection. As such, the amended location, size and siting, of 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).

Equalities Act:

Section 149 of the Equalities Act 2021 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.

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 and development plan 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 Local Plan, as is an assessment of climate impacts.

Conclusion:

The application is recommended for approval subject to conditions.

Recommendation:	PERMIT ☒	REFUSE ☐
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