

## DELEGATED OFFICER REPORT

**Application Ref:** A/23/95854

**Site Address:** Building 2, Hamble Court Business Park, Hamble Lane, Hamble-Le-Rice

**Case Officer:** Summer Sharpe

**Description:** Retrospective application for erection of totem pole advertisement for estate tenants.

|                                                                                                                                                                                                                                                      |                                                |                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|------------------------------------|
| <b>Particular Site Constraints?</b>                                                                                                                                                                                                                  | <b>Yes</b> <input checked="" type="checkbox"/> | <b>No</b> <input type="checkbox"/> |
| <ul style="list-style-type: none"><li>- Within urban edge</li><li>- TPO (35-E)</li><li>- HRA Screening: SAC, SPA &amp; Ramsar</li><li>- Great Crested Newt (Green Zone)</li><li>- Surface Water Flooding</li><li>- SGN Gas Pipeline (west)</li></ul> |                                                |                                    |

|                                                                                                                                                                                  |                                     |                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----------------------------------------------|
| <b>Planning History?</b>                                                                                                                                                         | <b>Yes</b> <input type="checkbox"/> | <b>No</b> <input checked="" type="checkbox"/> |
| There are other planning applications relating to the industrial/ commercial development, however none which are relevant to the specific proposals subject to this application. |                                     |                                               |

|                        |                                                                                                                                                                                      |                                             |                                           |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-------------------------------------------|
| <b>Publicity:</b>      | <b>Letters</b> <input checked="" type="checkbox"/>                                                                                                                                   | <b>Site Notice</b> <input type="checkbox"/> | <b>Newspaper</b> <input type="checkbox"/> |
| Representations:       | None received.                                                                                                                                                                       |                                             |                                           |
| Parish Council:        | None received.                                                                                                                                                                       |                                             |                                           |
| HCC Highways:          | No objection. The sign is located outside of the required visibility splays, and is not obstructive to adjacent pedestrian or cycle movements.                                       |                                             |                                           |
| EBC Arboriculturalist: | No significant issues - the sign should have not caused significant impact to the tree, especially since there is "development" between the sign and the main stem (the grasscrete). |                                             |                                           |

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| <b>Policy:</b>                                                                                                                                                                                                                           |
| <b>National Planning Policy Framework</b>                                                                                                                                                                                                |
| <b>National Planning Practice Guidance</b>                                                                                                                                                                                               |
| <b>Development Plan:</b>                                                                                                                                                                                                                 |
| <u>Eastleigh Borough Local Plan 2016-2036</u><br>Policies: Policies S1 (Delivering sustainable development), DM1 (General development), DM11 (Nature Conservation), DM13 (Transport), and DM15 (safeguarding existing employment sites). |
| <b>Supplementary Planning Documents</b>                                                                                                                                                                                                  |

|                   |                                                |                                    |
|-------------------|------------------------------------------------|------------------------------------|
| <b>Site Visit</b> | <b>Yes</b> <input checked="" type="checkbox"/> | <b>No</b> <input type="checkbox"/> |
| 25 October 2023.  |                                                |                                    |

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| <b>Assessment:</b>                                                                                                                                                                                                                                                                                                       |
| <u>Site &amp; Surroundings</u><br><br>The application site specifically comprises a piece of land to the west of Hamble Court Business Park (currently Howdens unit), and to the east of Hamble Lane. This piece of land is bound by palisade fencing and comprises grassland with a couple of trees (covered by a TPO). |

The wider surroundings comprise a mixture of uses. To the north and east are commercial and industrial units. To the south is residential development, and to the west is a primary school with associated playing fields/ open space.

### Proposal

This application proposes the retention of 1no. totem pole sign. The sign is situated to the west of the units within Hamble Court Business Park but falling within its defined boundary, enclosed by fencing. The totem pole measures 3.8m in height, 1.3m in width and 0.2m depth. This has a red aluminium rectangle showing the branding of the company (Howdens), with grey and white aluminium panels below. (The sign is not illuminated).

### Principle

The application site falls within the urban edge, whereby the principle of development is considered to be acceptable, however, would be subject to the following considerations.

### Impact Upon Amenity

The totem pole is situated within the land associated with Hamble Court Business Park, located to the immediate east of the signage. Within this area of land, there is also another free-standing totem pole and some banners attached to the boundary fencing. As a result the totem pole, subject to this application does not stand alone. Due to the siting of the proposal, this is also within fairly close proximity to other street paraphernalia (lampposts and traffic lights). This, combined with the existing advertisements/ signage is not considered to result in any adverse clutter, thus does not have a harmful visual impact upon the streetscene. The Council's Arboriculturalist has also noted that the totem pole is unlikely to have impacted the nearby tree. Therefore and to conclude, the proposals are considered to be acceptable in this regard.

### Impact upon Public Safety

Due to the location, size and siting, the totem pole does not pose any adverse impact upon the public amenity or safety aspects. The proposal does not obstruct any highway surveillance cameras, speed cameras or security cameras. The sign is also not considered to distract road users or highway safety by reason of its 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 this, 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** ☐