

DELEGATED OFFICER REPORT

Application Ref: A/23/96041

Site Address: HEDGE END METHODIST CHURCH, ST JOHNS ROAD, HEDGE END, SOUTHAMPTON, SO30 4AG

Case Officer: Rachael Morris

Description: Retrospective erection of a free standing noticeboard

Particular Site Constraints?	Yes ☐	No ☐
- Flood Zone 2 - EA Main River 8m Buffers - Within the urban edge		

Planning History?	Yes ☒	No ☐
- Z/26044/000/00 - Siting of caravan for a temporary period for storage use – Permit – Apr 1982 - Z/26044/00A/00 - use of caravan for storage use – Permit – Jun 1984 - Z/26044/001/00 - Use of Caravan for Storage Use (Renewal of Temporary Permission) - Temporarily approve – May 1986 - Z/26044/002/00 - Renewal: Siting of Caravan – Temporarily approve – Apr 1988 - Z/26044/003/00 - Renewal of Temporary Permission for Siting of Caravan for Storage Use - Temporarily approve – May 1990		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	Greendale, 44A St Johns Road. Objection (summarised). Huge bright blue billboard which is too high and taken away view. People stop to look at it so they can now see straight into the house which is an invasion of privacy, and the blinds must be kept closed.		
Parish Council:	No Objection		

Site Visit:	Yes ☒	No ☐
Details: 27/10/2023		

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 and DM14. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals. 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 and DM14 from the 2016-2036 local plan, in that:

Principle

- The development is within the urban edge where the principle of development is acceptable.
- The proposed sign is similar to one that could be permitted under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Schedule 3, Part 1, Class 2C “An advertisement relating to any institution of a religious... or similar character, ..., at the premises where it is displayed”. However, does not accord to the specific conditions on size. Therefore, permission is required.

Design and layout

- The billboard is a common feature seen to religious institutions and is there to display the business of the church.
- The church is situated on St Johns Road which has a mix of residential and commercial property and as such the advertisement is not an alien feature to the street scene. In addition, a similar board was seen in place here, just set behind the front boundary brick wall, in 2019.
- The design and layout respect the character and appearance of the locality.
- While the comment is noted from 44A St Johns Road, when visiting site, it was not considered this advert invites a view to the front window and a loss of view cannot be considered as material planning consideration. There is still an outlook available to the front window and so the amenity within the front room would still be acceptable.
- It is considered this advertisement does 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.
- The proposal does not include any additional built form and as such does not impact on the flood zone.

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 ...