

DELEGATED OFFICER REPORT

Application Ref: A/23/96176

Site Address: UNIT 2 TO 3, BOTLEY ROAD, FAIR OAK, EASTLEIGH, SO50 7AN

Case Officer: Rachael Morris

Description: 2 no. fascia signs, 1 no. projecting sign and 1no. digital display board located internally.

Particular Site Constraints?	Yes ☒	No ☐
- Affects the setting of a Listed Building - Eastleigh Town, District and Local Centres and Neighbourhood Parades - Within the urban edge		

Planning History?	Yes ☒	No ☐
- Z/14674/002/00 - Change of use to veterinary surgery, build frontage – Permit – Aug 1976 - Z/19912/001/00 - conversion of existing veterinary surgery to branch bank premises – Permit – Aug 1983 - Z/30865/000/00 - Change of Use of First Floor from Residential to Office – Permit – Apr 1989 - Z/30865/002/00 - Change of Use of First Floor to Flat- Permit – Aug 1997 - F/04/50067 - Installation of New Glazed Frontage with Associated Ramp Access and Handrails – Permit – Mar 2004 - Z/39064/001/00 - Outline: Erection Of 3no. Two Storey Terraced Houses with Parking For 6 Vehicles and Vehicular Access from Botley Road – Grant outline – May 2005 - O/10/67070 - Renewal of extant planning permission Z/39064/001/00 for Outline: Erection of 3no. two storey terraced houses with parking for 6 vehicles and vehicular access from Botley Road – Refuse – Jun 2010 - F/15/75854 – Installation of new shop front, 2no. air conditioning units and 2no. satellite dishes – Permit – Mar 2015 - F/22/94393 - Change of use from a betting shop (Sui Generis) to a hot food takeaway (Sui Generis); installation of ventilation/plant equipment and other external alterations – Permit – Jul 2023		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No Objection		
Built Heritage Consultant:	The previous shop frontage that received planning permission in 2015 was a rather bright blue, in stark contrast with that proposed and approved on 05.07.2023. The new colour is more subdued, and in fact appears to be a very close match to that of the slate hanging on the south side of the The Old George, which faces the side of this property, so a good choice. The proposed advertisement boarding is limited to the front of the property plus one projecting illuminated sign on the corner of the building, with nothing on the return facing The Old George as was previously the case. The more subdued colour scheme of this proposal, combined with less area, which also relates to the nearby heritage asset, is a bonus to be thankful for. The proposed revised shop front and advertising is in keeping with the remainder of the parade, so will tie in well and in fact be an improvement to the setting of the nearby listed building. No objection.		

Hampshire Highways:	No objection to the proposals from a highway perspective, subject to a condition. Signs proposed are in acceptable locations, primarily being flush to the building structure (fascia signs), and the projecting sign has been reviewed and is located at a sufficient height not to impact on passing pedestrian movements. The digital display board is also acceptable, however subject to a condition.
---------------------	--

Site Visit:	Yes ☒	No ☐
Details: 13/01/2023		

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, DM12, DM14 and DM22. 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." Listed building: The proposal affects the setting of a listed building. Section 66(1) of the Planning (Listed Building & Conservation Areas) Act 1990 states: <i>"In considering whether to grant planning permission for development which affects a Listed Building or its setting, the Local Planning Authority ... shall have regard to the desirability of reserving the building or its setting or any features of special architectural or historic interest which it possesses".</i>

Assessment: The development is considered acceptable and complies with policies DM1, DM11 and DM14 from the 2016-2036 local plan, in that: <u>Principle</u>

- The development is within the urban edge where the principle of development is acceptable.
- The Old George is the only heritage asset that is within sight of this site and there is no conservation area in the vicinity. As the new frontage will be seen in the context of the listed building, it will affect the setting of that building.

Design and layout

- The development would not be an overdevelopment of the site, and parking standards remain unchanged.
- The development accords with guidance set out in the 'Quality Places' SPD in that there will be no unacceptable impact on the amenity of the neighbouring properties in terms of loss of privacy, light or outlook.
- The design and layout respect the character and appearance of the locality. The proposal sits within a neighbourhood parade where advertisements are commonly seen. Moreover, this will retain an active frontage, as supported in policy DM22.
- It is considered these advertisements do not represent a proliferation of signs, will not pose a distraction to users of the highway and will not create a safety risk as demonstrated in the No Objection from HCC Highways.
- The proposed signs are to facilitate the advertisement of the business and is considered appropriate in this location.
- It is considered the proposed advertisement would enhance the setting of the listed building when compared to existing through a more subtle colour proposal on the frontage of grey, compared to the existing blue, which also ties into the colour scheme seen at The Old George. This is in accordance with Policy DM12, which allows development within a heritage asset's setting to be permitted provided it does not harm or detract from the significance or special interest of the asset and sustains and enhances its special character and qualities.

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.

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 ...		