

DELEGATED OFFICER REPORT

Application Ref: A/23/96343

Site Address: 2 ST JOHNS CENTRE, ST JOHNS ROAD, HEDGE END,
SOUTHAMPTON, SO30 4QU

Case Officer: Dorothy Hei-Tung-Hoh

Description: Replace 1no. Projecting signage with new 500mm; Replace 1no. Fascia and 1no. Logo with 1no. New blue fascia & 1no. New 290mm logo height; Replace 1no. ATM surround and decals with new; Replace statutory signage with new; Install new safety manifestation to windows; Remove vinyl & make good as necessary; Investigate removal of solar film, full scope TBC following site survey; Window message not deployed; Replace 1no. Fascia with 1no. New blue fascia. to rear; Omit 1no. logo; Window message not deployed.

Particular Site Constraints?	Yes ☒	No ☐
• Within the urban edge • Within Built-up Area Boundary • Within Shopping Area/Zone		

Planning History?	Yes ☒	No ☐
• A/28286/002/00 - Erection of illuminated fascia and window signs - Consent To The Advert Display - 31/10/1985 • A/07/60519 - Display of 2no. Internally illuminated fascia signs & 1no. Internally illuminated projecting sign - Consent To The Advert Display - 09/08/2007 • F/07/60907 - Installation of new ATM machine - Permit - 08/10/2007 • F/15/77128 - Blocking up of door to rear elevation - Permit - 16/10/2015 • A/18/84416 - Retention of replacement signage comprising 1no. internally illuminated fascia sign, 1no. internally illuminated projecting sign, 1no. internally illuminated ATM shroud, 1no. non illuminated window sticker on front elevation and 1no. internally illuminated fascia sign on rear elevation. - Consent To The Advert Display - 11/12/2018		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	No comments were received.		
Parish Council:	No comments were received.		
HCC Highways:	No objection to the proposals from a highway perspective.		

Site Visit:	Yes ☒	No ☐
Details: 16 th November 2023		

Policy:
National Planning Policy Framework Planning Practice Guidance

Development Plan:

The Eastleigh Borough Local Plan 2016-2036 The most relevant policies are Strategic policies S1 and S2; policy E3(1c) and Development Management policies DM1, DM13 and DM22.

Supplementary Planning Documents:

Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:

The application property is a single storey, terraced building currently utilised as a branch of the Nationwide Building Society. The site falls within a shopping zone as part of Hedge End Village Centre. There is a mix of commercial uses in the vicinity of the site including shops, banks, post office, and hot food takeaways, all of which have signage of varying designs and luminance levels. The application seeks planning approval for the replacement of the current signages and logos displayed on the premises.

Legislation

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."

Character and Design

- The proposed signages and logos, despite featuring distinct designs, colours, and dimensions, would occupy similar positions as the existing advertisements. As a result, it is anticipated that the differences between the existing and proposed advertisements would be minimal, thereby sitting comfortably within the street scene.
- Situated within a shopping zone where advertisements are a common feature, the replacement advertisements are not expected to significantly stand out. They are considered to be appropriate and in keeping with both the use of the building and the established character of the immediate area. Moreover, the luminance levels of the proposed advertisements adhere to acceptable parameters, ensuring that they would seamlessly integrate with immediate surroundings.
- Regarding the rear advertisements, it is noted from the submitted plans that the logo will be omitted. This omitting is considered to simplify the rear elevation, with

no significant adverse visual impact on the locality.

Highway and Public Safety

- The signage design predominantly aligns with the building's structure, and any instances of outward projection are sufficiently elevated to avoid impeding pedestrian movement. Moreover, the proposed illumination levels, set at 250cd/sqm, remain below the maximum permitted for this particular location type. As a result, there would be no objection to the proposals from a highway perspective.

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, 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.

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:

- Subject to Conditions
- The application is recommended for approval. Consent to the advert display.

Recommendation:	PERMIT ☒	REFUSE ☐
Comments		