

DELEGATED OFFICER REPORT

Application Ref: A/23/96535

Site Address: UNIT 11, BOYATT WOOD CENTRE, SHAKESPEARE ROAD,
EASTLEIGH, SO50 4QP

Case Officer: Rachael Morris

Description: Internally illuminated fascia sign

Particular Site Constraints?	Yes ☒	No ☐
• Within the urban edge • Eastleigh Town, District and Local Centres and Neighbourhood Parades		

Planning History?	Yes ☒	No ☐
• Z/15071/001/00 - Phase 1 Including 8 Shops, Access Roads and Parking Areas – Grant Outline – Jul 1976 • Z/19921/000/00 - Erection of New Bank – Oct 1979 • Z/15071/009/00 - Erection of Shopping Unit Incorporating Two Shops and A Bank at Boyatt Shopping Centre – Permit – Mar 1980 • A/19921/002/00 - Illuminated Projecting Box Sign Affixed to Wall – Consent – Jul 1981 • A/19921/003/00 - Non-Illuminated Lettering for Midland Bank – Consent – Aug 1981 • A/19921/004/00 - Non-Illuminated Lettering – Consent – Oct 1981 • Z/19921/005/00 - Change of Use from Bank Premises to Dental Practice – Oct 1985 • A/27041/002/00 - Internally Illuminated Fascia Sign – Consent – Oct 1987 • F/23/96510 - Proposed shop frontage alteration. Installation of automated collection point - Permit – Jan 2024		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	COMMENT: Concerns raised regarding the effect of the illuminated sign on nearby residential properties. • For the illuminated sign to be off between the hours of 11pm and 6am • The maximum illumination to be restricted to 600 lumens		
Hampshire Highways:	No objection to the proposals from a highway perspective. The proposed sign is of a height that it will not be obstructive to pedestrian movement below, and maximum luminance levels proposed are within guidance range at 100cd/sqm.		

Site Visit:	Yes ☒	No ☐
Details: 20/12/2023		

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.
- Policy DM1, states that all new development should not have an unacceptable impact on, and where possible should enhance residential amenities of both new and existing residents, the character and appearance of urban areas, the countryside, and the coast. In addition, it should take full and proper account of the context of the site including the character, appearance and land uses of the locality or neighbourhood, and be compatible with adjoining uses and be well integrated with these in terms of mass, scale, materials, layout, density, design and siting, both in itself and in relation to adjoining buildings, spaces and views.

Design and layout

- The development would not be an overdevelopment of the site, and parking standards remain unchanged.
- The design and layout respect the character and appearance of the locality. The proposal sits within a local parade where retail units and associated advertisements are commonly seen.
- 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.
- A condition limiting the luminance to a maximum level at 100cd/sqm between the hours of 0600 and 2300 shall be applied.

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 ...