

DELEGATED OFFICER REPORT

Application Ref: A/23/96393

Site Address: 32-34 HIGH STREET, EASTLEIGH, SO50 5RX

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 385mm logo height. Allow to install blue fascia to return side panels of fascia. Replace 1no. ATM surround and decals with new. Replace statutory signage with new. Install new window message. Replace safety manifestation with new.

Particular Site Constraints?	Yes ☒	No ☐
• Within the urban edge • Within Built-up Area Boundary • Within Primary Shopping Zone • Eastleigh town centre boundary		

Planning History?	Yes ☒	No ☐
• Z/05359/010/00 - Change of use of part of shop to building society - Permit - 05/02/1988 • Z/05359/015/00 - Construction of new shopfront - Permit - 11/08/1988 • A/05359/016/00 - Internally illuminated fascia and projecting sign - Consent To The Advert Display - 11/08/1988 • A/05359/017/00 - Display of illuminated fascia and projecting signs - Consent To The Advert Display - 17/06/1991 • A/37704/002/00 - Display of internally illuminated fascia and projecting sign - Consent To The Advert Display - 08/05/2002 • F/07/59409 - Removal of three air conditioning units, repositioning of three air conditioning units and installation of one new air conditioning unit to rear - Permit - 11/04/2007 • F/04/50354 - Installation of automatic cash machine - Permit - 16/04/2004 • A/04/50486 - Erection of replacement sign to front - Consent To The Advert Display - 19/04/2004 • F/07/59327 - Installation of ATM and associated works - Permit - 02/04/2007 • A/18/84280 - Display of 1No. illuminated fascia sign, 1No. illuminated projecting sign, 1no.illuminated ATM surround and refurbishment of shopfront (amended description). - Consent To The Advert Display - 07/01/2019		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	No comments were received.		
Parish Council:	No objection.		
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 <u>Eastleigh Borough Local Plan 2016-2036</u> The most relevant policies are Strategic policies S1 and S2; policy E3 and E3 (1c); and Development Management policies DM1, DM13 and DM22. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals (Commercial Centre in Eastleigh)
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Assessment: 32-34 High Street is a two-storey, terraced building in Eastleigh Town Centre, currently serving as a branch of the Nationwide Building Society. The site is within the primary shopping zone, surrounded by retail shops, and in close proximity to the Swan Centre. This application seeks planning approval for various signage replacements and installations, including projecting signage, fascia, logos, ATM surround, statutory signage, window messages, and safety manifestation. <u>Legislation</u> 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." <u>Character and Design</u> • The replacement advertisements are deemed appropriate as they aim to update the design and colour of the existing Nationwide logo. By sitting them in positions similar to the existing advertising, the proposal is not anticipated to result in any

significant alterations when viewed from the front elevation. The visual impacts upon the public realm or the wider area will be minimal.

- Given its location within the primary shopping zone, the inclusion of advertisements and projecting signals are a common feature. The proposed advertising is considered to seamlessly integrate with the immediate surroundings.
- The luminance levels of the proposed advertisements will adhere to guideline figures, ensuring that they will not stand out prominently within the street scene.

Highway and Public Safety

- HCC Highways has reviewed the proposal and provided feedback, stating that the signage changes will not have any adverse effects on adjacent pedestrian movements. Additionally, for illuminated signs, the luminance levels are within guideline figures, with a maximum of 250cd/sqm. As such, there are no objections 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 Environment 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** ☐