

DELEGATED OFFICER REPORT

Application Ref: F/26/100791

Site Address: WEST END BREWERY INN, 59 HIGH STREET, WEST END, SOUTHAMPTON, SO30 3DQ

Case Officer: Dorothy Hei-Tung-Hoh

Description: Retention of an external television fixed to the public house external wall (retrospective)

Particular Site Constraints?	Yes ☒	No ☐
- Urban Edge - Within Built-up Area Boundary - West End Commercial Centre		

Planning History?	Yes ☒	No ☐
- A/27983/001/00 - Display of Signs - Consent To The Advert Display - 14/05/1986 - A/27983/002/00 - Display of Signs - Consent To The Advert Display - 04/06/1986 - Z/27983/003/00 - Construction of single storey rear extension and new front porch/canopy. - Permit - 23/05/1994 - A/27983/004/00 - Display of illuminated and non illuminated signs. - Consent To The Advert Display - 02/12/1994 - Z/27983/005/00 - Single storey rear extension and elevational alterations - Permit - 12/08/2002 - F/15/76912 - Single storey rear extension and addition of new tiled canopy over front entrance doors. - Permit - 07/10/2015		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	Four objections have been received raising concerns summarised as follows: - Increased noise and disturbance, particularly during sporting events; - Intensification of the existing use of the public house; - Impact on residential amenity, including late evening disturbance; - Parking displacement and highway safety concerns along Lower New Road; - Inappropriate development within a predominantly residential setting. These matters are addressed in the assessment below.		
Parish Council:	No comments were received.		
Environmental Health:	No objection is raised. It is considered to present a low risk in terms of noise impact.		
HCC Highways:	No objection to the proposal from a highway perspective.		

Site Visit:	Yes ☒	No ☐
Details: 24 th February 2026.		

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, DM2, DM8, DM14, and DM22. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:
<u>Site context and surroundings</u> The application site relates to the West End Brewery Inn, occupying a prominent corner position at the junction of High Street and Lower New Road. The building is a two-storey public house of traditional appearance, finished in facing brick. The site includes a customer car park and an outdoor seating area. A pergola is also present within the car park. The surrounding area is mixed in character, comprising commercial uses including a large supermarket and small retail units, together with established residential properties further along Lower New Road. <u>Proposal</u> The application seeks retrospective planning permission for the retention of an external television fixe to the southern elevation of the building. The television measures approximately 2030mm by 1350mm and is mounted at a height of approximately 1.0 metre above ground level within the terrace area. The television is positioned on the wall facing the outdoor seating area and car park. The unit is an 86-inch screen (LG UR781C) and is not fitted with any external speakers. <u>Policy and Principle</u> The application site lies within an urban edge where the basic principle of development is acceptable, with any formal approval being based upon the exact nature, design, and impact of that proposed being considered acceptable and in accordance with the relevant policies within the adopted local plan and supplementary planning guidance. <u>Layout, design, and impact upon the character of the area</u> • Policy DM1 of the Eastleigh Borough Local Plan (2016-2036) stipulates that all new development should respect the character and appearance of urban areas, 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 in terms of mass, scale, layout density, design, and siting. • The television is positioned on the southern elevation of the main building and is set away from the public highway. It is screened to a significant degree by existing

boundary treatments, the pergola, and vehicles within the car park. As such, it is not prominently visible from the public realm.

- The television is considered a modest addition to an existing commercial premises and does not materially alter the overall appearance or character of the building. Its scale is proportionate within the context of the outdoor seating area and is not considered visually intrusive.

Impact on residential amenity

- Policy DM1 of the Eastleigh Borough Local Plan (2016-2036) amongst other matters, stipulate that all new development should not have an unacceptable impact upon residential amenities of both new and existing residents.
- The objections received are noted and have been carefully considered. The key consideration is whether the retention of the external television would result in a material increase in harm to the living conditions of nearby residential occupiers.
- The outdoor terrace and seating areas are already used by customers. The proposal does not introduce a new use or extend the physical extent of activity but instead provides an additional feature within the existing operational areas. Both areas would continue to be used with or without the television. Importantly, the television is not accompanied by external speakers. As such, there would be no amplified sound generated by the television itself. Environmental Health has reviewed the proposal and raises no objection, advising that it represents a low risk in terms of noise impact.
- It is acknowledged that sporting events may give rise to periods of increased activity. However, such activity is already associated with the established use of the public house and its outdoor seating areas. The proposal is not considered to materially increase the level of activity at the premises to a degree that would result in unacceptable harm.
- With regard to concerns relating to late evening disturbance, it is noted that the premises operate within typical hours. This is not considered unusually late for this type of use, and it is reasonable to expect some level of evening activity in this mixed-use location.
- Furthermore, the site is located adjacent to a main road and within an area characterised by a mix of commercial and residential uses, where a degree of background noise and activity is to be expected.

Highways and parking

- Policy DM14 of the Eastleigh Borough Local Plan (2016-2036) requires residential development to provide off-highway parking which is adequate in terms of highway safety/traffic management.
- Concerns have been raised regarding parking displacement and highway safety. However, the application relates solely to the retention of an external television and does not involve any changes to parking provision, access arrangements, or site layout. HCC Highways has confirmed that the proposal would not result in highway safety concerns. The television is sufficiently screened and is not visible to an extent that would distract drivers.

- Any existing parking pressures associated with the operation of the public house are not materially altered by the development proposed. The proposal is therefore acceptable in highway safety terms.

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; (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. When considering the impact of climate change, the proposed development is expected to be resilient to the potential effects of climate change and is expected to reduce/limit impacts on climate emissions as a result of the development or its use.

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:

Permit subject to conditions.

Recommendation:	PERMIT ☒	REFUSE ☐
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