

DELEGATED OFFICER REPORT

Application Ref: A/26/101296

Site Address: 1 BISHOPSTOKE ROAD, EASTLEIGH, SO50 6AD

Case Officer: Gregg Chapman

Description: New illuminated signage on building (retrospective)

Particular Site Constraints?	Yes ☒	No ☐
Within Built-up Area Boundary		

Planning History?	Yes ☒	No ☐
Reference	Description	Decision
F/21/90010	Change of use of part of first floor from residential to bar use. Erection of a gabled dormer and street level fences, together with the installation of 4 no. air conditioning units, 2 no. extraction flues and 2 no. wall mounted CCTV cameras, alteration to rear vent duct and associated plant. Addition of 2 no. permanent storage containers. (retrospective). (Amended description)	Approved March 2022
A/17/79843	Display of 1no. externally illuminated fascia sign, 1no. externally illuminated projecting sign & painted murals	Approved March 2017
F/17/79842	Change of use from mixed A1 and A3 to microbrewery (B1c) & bar (A4) with ancillary residential accommodation at first floor (C3), including minor external works.	Approved March 2017
F/15/77317	Change of use of ground floor from A1 (retail) & A3 (café) to B2 & A3 (tyre fitting and restaurant).	Refused Jan 2016
F/15/76694	Change of use of ground floor From mixed use A1 (retail) & A3 (café) to mixed use B2 (general industrial) & A3 (café).	Withdrawn Jul 2015
X/13/72797	Partial relief of condition 2 of planning permission F/05/53031 to allow change of use of part 91 square metres of café A3 to retail A1 (amended description).	Approved Sept 2013
X/07/59456	Relief of condition 11 of planning permission F/05/53031 to allow for Sunday opening.	Approved May 2007
F/05/54417	Relief of condition 11 of planning permission F/05/53031 to extend the opening hours from 7.00 - 18.00.	Approved Sept 2005
F/05/53031	Change of use of ground floor shop to café with associated function room and alterations to west and south elevations.	Approved May 2005
F/04/50488	Change of use to café.	Refused Jul 2004

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Town Council:	No response received		
Environmental Health	No objection subject to condition		

HCC Highways	No objection subject to condition
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Site Visit:	Yes ☒	No ☐
Details: 21 st May 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. 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."
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Assessment: The Advertisement Regulations require that local planning authorities exercise their powers in respect of the control of advertisement only in the interests of amenity and public safety. The Planning Practice Guidance (Paragraph 001 Reference ID: 18b-001-20140306) states that, therefore, <i>"the regime is lighter touch than the system for obtaining planning permission for development"</i>. <u>Amenity</u> Whilst amenity is not exhaustively defined in the Regulations, the Planning Practice Guidance (Paragraph 079 Reference ID: 18b-079-20140306) provides additional context in this respect and sets out that it is a matter of interpretation by the local planning authority as it applies in any particular case but in practice "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood. The proposal is a regularisation of the previously consented poster sign with a slightly larger externally illuminated poster sign affixed to the wall. The site is in commercial use,

and there are a number of signs in the vicinity relating to adjacent businesses/the industrial areas. The sign is visible but not unduly prominent in the street, being read in conjunction with the functional purpose of the establishment, and with a low level of lighting, which is conditioned to only be operational when the premises is open for business. It is considered that the sign achieves an acceptable balance between drawing attention to the function of the site without detracting from the character of the area. It would therefore comply with the provisions of Policy DM1 of the adopted Local Plan and Paragraph 141 of the NPPF.

Safety

With regards to public and highway safety, the proposed sign is set back from Bishopstoke Road, a main route into Eastleigh. Being affixed to the building (flat to it) there would not be any obstruction to visibility. No objections have been raised by the Highway Authority, subject to the illuminance level being maintained.

Planning Practice Guidance (Paragraph: 028 Reference ID: 18b-028-20140306) advises that, *"Public safety is not confined to road safety and includes all of the considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), over water or in the air."* No public safety harms are evident.

Conclusion:

The proposed totem is considered to achieve an acceptable balance between drawing attention to the function of the site without detracting from the character of the area, and the advertisement will also not undermine public or highway safety. It is therefore recommended that advertisement consent be issued.

Other Matters:

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.

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; (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 and development plan 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 emerging 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.

Conclusion:

Recommendation:

CONSENT ☒

REFUSE ☐

It is considered that the proposed advertisements are acceptable and comply with the relevant local plan policies and requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.