

DELEGATED OFFICER REPORT

Application Ref: A/24/96662

Site Address: 109 Winchester Road, Chandler's Ford, Eastleigh, SO53 2GH

Case Officer: Summer Sharpe

Description: Non Illuminated Sign to Fascia

Particular Site Constraints?	Yes ☒	No ☐
• Within urban edge • Chandler's Ford: Fryern Arcade • Airport safeguarding zone		

Planning History?	Yes ☒	No ☐
Application no.	Proposal	Decision
EAB0797200000	Installation of shop front	Permitted (February 1973)
F/24/96659	Change of use from Sui Generis (laundrette) to Class E (restaurant) including extraction system and air conditioning unit.	Under consideration

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	None received.		
Parish Council:	None received.		
HCC Highways:	No objection from a highway perspective. The sign is non-illuminated, has no moving elements, and is flat fronted to the frontage of the building and as such will not interfere with passing pedestrian movements.		

Policy:
National Planning Policy Framework Paragraph 141.
National Planning Practice Guidance
Development Plan: <u>Eastleigh Borough Local Plan 2016-2036</u> Policies: S1 (Delivering sustainable development), DM1 (General development), DM13 (Transport), DM21 (New retail development), and DM22 (Changes of use in retail frontages in Eastleigh town centre, district centres, local centres and neighbourhood parades).
Supplementary Planning Documents

Site Visit	Yes ☒	No ☐
17 January 2024.		

Assessment:
<u>Site & Surroundings</u> The application site comprises a two-storey mid-terrace building, to the north of Winchester Road. The application site adjoins the neighbouring unit (currently occupied by The Co-Operative), whereby there is a shared canopy over the frontage. The building is finished in red facing brick work with large fenestration at ground and first floor level, and

windows at first floor level. To the north of the application site are some parking provisions, which are connected to and serve the wider Fryern Arcade Centre. The site and wider surroundings fall within the Chandler's Ford: Fryern Arcade centre, whereby there are a mixture of commercial uses nearby, including a variety of signage.

Proposal

The application proposes a fascia sign to be situated on the southern elevation, fronting Winchester Road. This would measure 2.1m in height and approx. 9.5m in length. This would be positioned approx. 6.3m above ground level. The sign would be aluminium with coloured lettering and associated logo. (This sign would not be illuminated). From a site visit, it was noted that the signage was already in situ (17 January 2024).

Principle

The application site falls within the urban edge, and defined Chandler's Ford: Fryern Arcade centre, whereby the principle of development is considered to be acceptable. The application site has previously featured signage whereby the introduction of new signage is considered to be acceptable in principle, however, this would be subject to the following considerations.

Impact Upon Amenity

The application site falls within the defined Chandler's Ford: Fryern Arcade centre, whereby commercial units and advertisements are a common characteristic. The proposals are therefore considered to be reflective of the existing surroundings and would be acceptable.

Impact upon Public Safety

Due to the nature of the proposals, the Local Highways Authority have been consulted upon, whereby they raised no objection.

Due to the location, size and siting, the advert is unlikely to pose any adverse impact upon the public amenity or safety aspects. The proposal does not obstruct any highway surveillance cameras, speed cameras or security cameras. The sign is also not considered to distract road users or highway safety by reason of its size, scale and location.

As such, the proposal is considered to be in accordance with the Contents of Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Equalities Act:

Section 149 of the Equalities Act 2021 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 this, 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 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 local plan policy. The need to support the economy is part of the Strategic Environmental Assessment for the Local Plan, as is an assessment of climate impacts.

The NPPF aims for the need for housing to be met, and policy S2 of the Local Plan sets a target for 14,580 dwellings to be provided by 2036. 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 and is expected to limit impacts on climate emissions as a result of the development or its use.

Conclusion:

The application is recommended for approval, subject to conditions.

Recommendation:

PERMIT ☒

REFUSE ☐