

DELEGATED ADVERT REPORT

Application Ref: A/23/95401

Site Address: THE CONCORDE CLUB, STONEHAM LANE, EASTLEIGH, SO50 9HQ

Case Officer: Alexandra Stone

Description: Display of 1.no free standing internal illuminated sign(Retrospective Application)

Particular Site Constraints?	Yes ☒	No ☐
- Within Urban Edge - Flood Zone 2 - Tree Preservation Orders		

Planning History?	Yes ☒	No ☐
A/06692/031/00 – Consent to Advert Display – 05/06/2000 Display of internally illuminated free standing stanchion pole sign (3.3m high) fronting road		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No Comments Received		
Hampshire County Council:	No Objection subject to condition		

Site Visit:	Yes ☒	No ☐
Details: Visited by previous Officer		

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, DM11 and DM14.
Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:
<u>Site & Surroundings</u> The application site is situated within Stoneham Lane to the West of Lakeside Country Park. The immediate surroundings comprise of a mix of residential and commercial including Eastleigh Football Club and Southampton University Sports Ground.
<u>Proposal</u> Display of 1.no free standing internal illuminated sign(Retrospective Application)
<u>Principle</u>

The application site falls within the urban edge, in close proximity to the fairly newly developed Stoneham Lane site along, towards the roundabout to entrance of the motorway.

Impact Upon Amenity

The proposal seeks to illuminate the signage with no more than 3500 cd/m². Hampshire High Highways consultation raises no objection subject to the condition that the “Digital signs with changing images must be limited to an image change every 5 seconds; video/motion must not be shown where viewed by drivers; daytime sign luminance must not to exceed 5,000 cd/m² and nighttime (curfew) sign luminance must not exceed 1,000cd/m².” As the application is well below the recommendation then the application would be deemed acceptable.

Impact upon Public Safety

Due to the locations, sizes and siting, the adverts are unlikely to pose any adverse impact upon the public amenity or safety aspects. The proposals do not obstruct any highway surveillance cameras, speed cameras or security cameras. The signs are also not considered to distract road users or highway safety by reason of their 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).

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:	PERMIT ☒	REFUSE ☐
Comments ...		