

## DELEGATED OFFICER REPORT

**Application Ref:** A/24/96965

**Site Address:** DRAPER TOOLS LTD, HURSLEY ROAD, CHANDLER'S FORD, EASTLEIGH, SO53 1YF

**Case Officer:** David Huckfield

**Description:** Consent to display 4no. non-illuminated (signs B, C, D and E) panel signs to outer boundary, and 4no. non-illuminated (signs G, I, J and K) and 1no. internally illuminated (sign H) fascia signs to main building.

|                                                   |                                                |                                    |
|---------------------------------------------------|------------------------------------------------|------------------------------------|
| <b>Particular Site Constraints?</b>               | <b>Yes</b> <input checked="" type="checkbox"/> | <b>No</b> <input type="checkbox"/> |
| Within Urban Edge<br>Existing Commercial Premises |                                                |                                    |

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| <b>Planning History?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Yes</b> <input checked="" type="checkbox"/> | <b>No</b> <input type="checkbox"/> |
| <p><b>Z/09405/004/00</b> - Warehouse extension with first floor office floor deck and change of use from office to storage and packaging - Withdrawn By Applicant</p> <p><b>Z/09405/006/00</b> - Extension to warehouse premises - Refuse Planning Permission - 1979</p> <p><b>Z/09405/008/00</b> - Extension to warehouse – Permit - 1980</p> <p><b>Z/09405/009/00</b> - Outline: warehouse extension - Withdrawn By Applicant - 1981</p> <p><b>Z/09405/010/00</b> - Extension to warehouse – Permit - 1982</p> <p><b>Z/09405/011/00</b> - Extension to warehouse - Grant Outline Permission - 1983</p> <p><b>Z/09405/012/00</b> - Conversion of store to canteen – Permit - 1985</p> <p><b>Z/09405/015/00</b> - Warehouse extension and associated car parking discharging conditions 3a and 3b and 4 and 6 of ref.9405/11 - Approve The Reserved Matters 1985</p> <p><b>Z/09405/016/00</b> - Alterations to warehouse – Permit - 1985</p> <p><b>Z/09405/019/00</b> - Formation of car park – Permit - 1986</p> <p><b>Z/09405/020/00</b> - FORMATION OF VEHICULAR TURNING HEAD AND ERECTION OF WATER STORAGE TANK – Permit - 1986</p> <p><b>Z/09405/021/00</b> - ERECTION OF TWO STOREY BUILDING FOR RESEARCH MARKETING AND DISPLAY OF GOODS (FOLLOWING DEMOLITION OF EXISTING STORE) - Refuse Planning Permission - 1986</p> <p><b>Z/09405/023/00</b> - ERECTION OF TWO STOREY BUILDING FOR RESEARCH, MARKETING AND APPRENTICE TRAINING AND ERECTION OF GATEHOUSE – Permit - 1986</p> <p><b>Z/09405/026/00</b> - ERECTION OF WAREHOUSE AND DETACHED BUNGALOW FOLLOWING DEMOLITION OF EXISTING BUNGALOWS – Permit - 1988</p> <p><b>Z/09405/027/00</b> - ERECTION OF MAINTENANCE BUILDING – Permit - 1988</p> <p><b>Z/09405/030/00</b> - SINGLE STOREY EXTENSION TO RECEPTION AREA – Permit - 1989</p> <p><b>Z/09405/031/00</b> - UNDERGROUND SURFACE WATER BALANCING TANK – Permit - 1989</p> <p><b>Z/09405/032/00</b> - GROUND FLOOR FRONT EXTENSION TO RECEPTION AREA – Permit - 1989</p> <p><b>Z/09405/033/00</b> - TWO STOREY WAREHOUSE EXTENSION AT REAR AND PROVISION OF PARKING - Withdrawn By Applicant - 1991</p> <p><b>Z/09405/034/00</b> - ERECTION OF WAREHOUSE EXTENSION WITH CAR PARKING AND LANDSCAPING – Permit - 1993</p> <p><b>Z/09405/035/00</b> - RELIEF FROM CONDITION NO.2 OF PLANNING PERMISSION 9405/34 IN RESPECT OF ADDITIONAL MEZZANINE FLOOR SPACE – Permit - 199</p> <p><b>Z/09405/036/00</b> - AMENDMENTS TO PLANNING PERMISSION 9405/34 TO CAR AND LORRY PARKING LAYOUT, LOADING AREAS AND LOADING DOORS. (AND VARIATION TO SECTION 106 LEGAL AGREEMENT IN RESPECT OF RESERVED PARKING AREAS). – Permit - 1995</p> <p><b>Z/09405/037/00</b> - ADDITION OF STAIR ENCLOSURE ON WEST ELEVATION/AMENDED LOADING BAYS/ELEVATIONS AND CANOPY TO WAREHOUSE EXTENSION PERMITTED UNDER REFERENCE 9405/34 – Permit - 2002</p> |                                                |                                    |

**Z/09405/038/00** - EXTENSION OF PAVED AREA INCLUDING SKIP AREA AND SERVICE ROAD AND RETENTION OF NORTH PARKING AREA WITH ADDITIONAL PLANTING – Permit - 1997

**Z/09405/039/00** - RELIEF FROM CONDITION NO.7 OF PLANNING PERMISSION 9405/38 (HOURS OF SKIP DELIVERY AND COLLECTION) – Permit - 1997

**O/10/66978** - Outline: (1) Construction of 130 dwellings comprising 59No. 3-bed houses, 45No. 4-bed houses, 26No. 2-bed flats (use class C3) with access from Hursley Road and associated roads, parking, landscaping, open space and play area, following demolition of existing industrial building. (2) Construction of 60-70 bed care home and 10No. Close care bungalows (use class C2) with access from Ramalley Lane, with associated parking and landscaping. (Matters of access and layout only to be considered). - GRANT OUTLINE PERMISSION - 2012

**X/17/80089** - Variation of Conditions 6, 7, 9, 16, 20, 21, 23, 25, 26, 27, 30, 31, 32, 33, 34 and 35, and removal of conditions 14 and 15 of Outline Planning Permission O/10/66978 to alter timing for submission of discharge of condition information and removal of environmental construction requirements. – Permit - 2017

**X/17/80362** - Variation of Condition 1 of Outline Planning Permission O/10/66978 to substitute approved plans and allow for a revised site layout. – Permit - 2017

**RM/17/80952** - Reserved matters application to outline planning permission O/10/66978 dated 24.07.2012 as amended by variation of condition consents X/17/80362 (condition 1) dated 06.07.2017 and X/17/80089 (various conditions) dated 06.07.2017 for the construction of 130 dwellings (use class C3) associated roads, landscaping, parking, open space and play areas with access from Hursley Road and the construction of a care home (60-70 bedrooms) and close care bungalows (use class C2) with associated landscaping and parking and access from Ramalley Lane. - Approve The Reserved Matters - 2018

**X/18/84384** - Variation to condition 3 of Reserved Matters consent RM/17/80952 to submit hard landscape details prior to the construction of any building above slab level. – Permit - 2018

**LDC/23/96373** - Lawful Development Certificate for a Proposed Use or Development: The proposed use of part of the headquarters building for self-storage – GRANTED (Certificate Issued) – 01/02/2024

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|---------------------------------------------------------------------------------------|------------------------------------------------|------------------------------------|
| <b>Site Visit?</b>                                                                    | <b>Yes</b> <input checked="" type="checkbox"/> | <b>No</b> <input type="checkbox"/> |
| A site visit was undertaken by the Case Officer to consider the proposals in context. |                                                |                                    |

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| <b>Publicity:</b>      | <b>Letters</b> <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Site Notice</b> <input type="checkbox"/> | <b>Newspaper</b> <input type="checkbox"/> |
| <b>Representations</b> | <p>One letter of representation was received in relation to the proposals, from the occupier of No. 17 Meadow Grove, Chandlers Ford, with an objection being raised on the following grounds:</p> <p>The proposal to create multiple advertising signage, some illuminated, is excessive, out of context with the local housing/geography and contrary to EBC planning policies.</p> <p>The proposed entrance advertising signage is excessive, not in keeping with the existing landscape, clutter on the highway, overbearing on a main public highway located at two junctions.</p> <p>By it's sheer size and footprint, the building is already unmissable.</p> <p>If permitted, EBC and HCC would have no technical equipment to monitor the excessive light emitted on/around these signs. Already a hazard at other junctions in the borough.</p> |                                             |                                           |

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|                                      | <p>Will set precedence if permitted, allowing other businesses to display a similar volume of illuminated/ animated signage across their sites, many visible along the public highway.</p> <p>If static illuminated signage is permitted, how long before, animated signage is applied for at this and other similar sights?</p> <p>Such light pollution is also contrary to EBC environmental policies.</p> <p>A significant proportion of citizens use the Internet, Sat Nav and social media advertising sites to find, research and locate businesses. The proposed plethora of fixed signage around the building will create street clutter that can be replicated elsewhere across the borough.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Chandlers Ford Parish Council</b> | <p>The Parish Council requests that the illuminated signs are dimmed or extinguished late at night. This is a primarily residential area and lighting should not disturb neighbours. Also care should be taken to protect the Royal Navy marker stones that are outside the entrance driveway. These are part of the few remaining representations of the heritage of the Drapers Site.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>HCC Highways</b>                  | <p><b><u>Initial comments:</u></b></p> <p>In regard to application A/24/96965, having reviewed the information contained in the application pack, whilst there would be no objection in principle to the proposals, additional information and clarification is required prior to a formal no objection being issued.</p> <p><b>SIGN LOCATIONS AND LUMINANCE LEVELS:</b></p> <p>The locations of the proposed signs are generally acceptable, being in positions that are non-obstructive both visually and physically. Onwards, the 3 signs proposed to be illuminated (A, F and H) have appropriate luminance levels for the local surroundings at 300cd/sqm.</p> <p>However, in regard to signs B, C, D and E, it is not clear from plans whether their specific locations will obstruct visibility splays when exiting the site. From the photo montages supplied, they do not appear to be set back into site the required 2.4m to ensure visibility is not impeded. Drawings should be updated to clearly show this to be the case.</p> <p>In regard to the totem sign (A), the location of this sign on the photo montage demonstrates it is in excess of the 2.4m from the highway edge.</p> <p><b>SITE LAYOUT:</b></p> <p>At present, it is understood that the site layout is vehicle access only via the southern entrance, and egress only via the northern vehicle access. This ensures that there is adequate space for HGV's to turn in and out of site unimpeded, and also utilises the circulatory internal site layout to manoeuvre around site in a workable one way system.</p> |

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|              | <p>The photo montage appears to show a change will result from this arrangement with the existing egress only becoming the access and egress for customer parking. Clearly if this were to occur 'No Entry' signage would need to be removed to avoid confusion, but this does not appear to be the case.</p> <p>Onwards, confirmation would be required as to whether this new access arrangement is indeed what is being proposed, and if so:</p> <p>A) Confirmation of the HGV routes on site would be required outlining whether existing arrangements are to be made; and</p> <p>B) If HGV's are to continue exiting at the northern egress, whilst customers now also access in the same access, then CAD autotracking will be required to demonstrate that the access junction is sufficient in size to allow for the dual movement to occur without the need for a vehicle to wait on the highway whilst another exits.</p> <p>If the additional information and clarification can be provided, then a re-assessment of the application can be undertaken accordingly.</p> <p><b><u>Comments on amended proposals:</u></b></p> <p>In regard to application A/24/96965, following on from the previous HCC Highway response dated 12 March 2024, additional information has been forwarded by the Case Officer from the applicant (dated 30/04/2024).</p> <p>This outlines confirmation that:</p> <p>i) The illuminated totem sign has been removed from adjacent to the site entrance, along with the illuminated sign to be sited further along Hursley Road due principally to visual concerns;</p> <p>ii) All signs fronting Hursley Road have been pushed back a minimum of 2.4m from the highway edge to ensure they do not impede on visibility splays; and</p> <p>iii) In regard to clarification of HGV movements in and out of site, it has been confirmed by the applicants that 'the majority of our warehouse operations which would involve lorry movements have moved to our other site in North Baddesley, so there is minimal lorry movements now. The access entrance to the self-storage facility is for self-storage customers only by way of coded access and fencing around the self-storage parking area (on the north side of the site)';</p> <p>iv) Finally, it has also been confirmed that all the 'no entry' signs will be removed from the access junctions into site from Hursley Road prior to the opening of the self-storage facility.</p> <p>Given the above, there would be no objection to the proposals from a highway perspective.</p> |
| Tree Officer | No objection.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## **Relevant Policy and Legislation:**

### **Legislative Background:**

#### Advertisement Consent:

Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended) states:

*(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—*

- (a) the provisions of the development plan, so far as they are material; and*
- (b) any other relevant factors.*

*(2) Without prejudice to the generality of paragraph (1)(b)—*

*(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;*

*(b) factors relevant to public safety include—*

*(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*

*(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;*

*(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.*

*(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.*

*(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.*

Regulation 4 states:

*(3) In determining an application for consent for the display of advertisements, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is requested.*

### **The Development Plan:**

Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise.

The Development Plan comprises the Policies of the adopted Eastleigh Borough Local Plan 2016-2036. The relevant policies to this application are: S1 (Delivering Sustainable Development), DM1 (General Criteria for New Development), DM13 (General Development Criteria – Transport).

### **National Planning Policy and Guidance:**

The latest iteration of the National Planning Policy Framework (the NPPF or Framework) was published in December 2023 and as set out within paragraph 224; the policies contained within it are material considerations which should be taken into account in dealing with applications from the day of its publication.

Of particular relevance to this application are Paragraph 141 of the NPPF which relates to the display of advertisements and states that:

*The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

The Planning Practice Guidance provides additional guidance in support of the policies within the Framework and is also a material consideration in the determination of the application.

### **Assessment:**

#### Summary of proposals:

The proposals incorporate the provision of a total of nine advertisements, with these encompassing four non-illuminated signs to be positioned at the site entrance as well as to direct customers to the car park, and five fascia signs to be mounted on the eastern façade of the building. Of these five, one sign which will sit above the main entrance to the premises is proposed to be internally illuminated.

The proposals have been amended during the application process, with two additional illuminated freestanding signs (a 3.3m high totem sign at the site entrance) and a freestanding panel sign which was to be sited along the Hursley Road frontage further to the north, having been removed from the proposals following concerns raised by the Local Planning Authority in respect of the impact that they would have upon the prevailing character of the area.

#### 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. 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.

In this respect and following the receipt of amended plans to remove the illuminated totem and large freestanding sign that had initially been proposed along the site frontage as noted above, the mixture of illuminated and non-illuminated signage proposed is now considered to be acceptable. The proposed panel signs to be positioned at the entrance from Hursley Road are not excessive in size and are sited appropriately such as to be both unobtrusive within the street scene as well as suitably functional in respect of their intended purpose.

Similarly, the fascia signs are proportionate in scale to the building upon which they are to be mounted such that they will neither visually nor physically overdominate its

elevation(s). The single sign which will be illuminated to mark the building's entrance is deemed to be acceptable, with a condition to be imposed to limit the level of luminance to that proposed (400 candelas per square metre) such as to ensure that it is appropriate for its surroundings. In response to the comments of the Parish Council and taking account of the context of the site, with this section of Hursley Road encompassing a number of residential properties and a relatively limited degree of commercial signage, the applicant has confirmed within the amended documentation submitted that the sign will be illuminated only between the hours of 8am and 8pm to align with the opening hours of the premises. A condition will be imposed to this effect in the interests of the amenity of the area.

With regards to public and highway safety, the signage to be positioned close to the site entrance will not interfere with the use of the public footway along this section of Hursley Road and, following the receipt of amended plans to reposition the freestanding signs, nor will it impede sight lines for vehicles entering or exiting the site. There are no safety concerns in respect of the fascia signage which will be mounted on the building. As noted above, a condition will be imposed to control the level of illumination and ensure that no light source is visible from the highway. The Highway Authority's initial queries in respect of the access and egress arrangements for the site have been answered accordingly and, as such, they have subsequently raised no objection to the proposals.

Finally, and in respect of the Parish Council's comments concerning the Royal Navy marker stones that are outside the entrance driveway, the applicant has confirmed that there is no intention to remove or impact these in anyway and the proposed plans show no conflict in this regard.

Conclusion:

Overall, the proposed advertisements are considered to achieve an acceptable balance between drawing attention to the building's function without overdominating its public elevations or detracting from the character of the area. The advertisements will also not undermine public or highway safety. The application is therefore considered to accord with the relevant legislative and planning policy provisions and it is recommended that advertisement consent be granted.

|                 |                                                                          |                                        |
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| Recommendation: | <b>CONSENT TO ADVERT<br/>DISPLAY</b> <input checked="" type="checkbox"/> | <b>REFUSE</b> <input type="checkbox"/> |
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