

DELEGATED OFFICER REPORT

Application Ref: A/24/97048

Site Address: Utilita Bowl, Botley Road, Southampton, SO30 3XH

Case Officer: Summer Sharpe

Description: Retrospective application for externally illuminated advertisement on existing freestanding sign.

Particular Site Constraints?	Yes ☒	No ☐
• Within urban edge • Land at Ageas Bowl		

Planning History?	Yes ☒	No ☐
Application no.	Proposal	Decision
A/30368/015/00	Display of sign board at site entrance.	Consent to the Advert Display (October 1997)
There have been numerous planning applications at the Utilita Bowl, however the above has been highlighted as it was considered most relevant.		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None received.		
Parish Council:	None received.		
HCC Highways:	No objection – the location of the sign is non-obstructive (visually and physically), and whilst the sign is illuminated, the levels fall below the maximum cd/sqm permitted and the light source is not directly viewable from the highway.		

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), WE4 (Land at Ageas Bowl and Tennis Centre).
Supplementary Planning Documents

Site Visit	Yes ☒	No ☐
19 March 2024.		

Assessment:
<u>Site & Surroundings</u> The application site comprises a piece of land situated to the east of Marshall Drive and to the south of Botley Road. This piece of land forms part of the main entrance to the Utilita Bowl. To the north is a traffic light junction, and to the south is the Utilita Bowl itself and associated buildings. The signage, subject to this application is already in situ. Further, and from a review of the street it appears that there has been similar signage (since at least 2011).

Further north is a residential housing estate, and to the south-east is Junction 7 of the M27.

Proposal

The application seeks the retention of a freestanding sign. This is positioned to the south eastern corner of Botley Road and Marshall Drive, to the south of the traffic light junction. This measures approx. 4m in height and approx. 2.6m in length. This is situated approx. 1.2m above ground level. The sign is steel (pink) with coloured acrylic lettering and associated logo (white and black), which projects approx. 0.02m from the sign. This is externally illuminated to a level of 110 cd/m². From a site visit, it was noted that the signage was already in situ (19 March 2024).

Principle

The application site falls within the urban edge, whereby the principle of development is considered to be acceptable. Furthermore and from a history review, permission was granted for a sign in this location in 1997. The siting of advertisement in this position has therefore been established. The proposals would, however, still be subject to the following considerations.

Impact Upon Amenity

The signage is situated to the main entrance of the Utilita Bowl. As noted above, there has been permission for signage in a similar position since 1997. As a result, signage in this location has already been established. Whilst the proposals would have a different appearance, the general siting/ positioning is considered to be acceptable given the history of signage in this location. As such, the proposals are not considered to have an adverse impact upon the surrounding amenities.

Impact upon Public Safety

Due to the nature of the proposals, the Local Highways Authority have been consulted upon, whereby they raised no objection, noting that the external illumination would fall within the specified levels.

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 2011 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 ☐