

DELEGATED ADVERT REPORT

Application Ref: A/24/97280

Site Address: 2-4 BOTLEY ROAD, HEDGE END, SOUTHAMPTON, SO30 2WA

Case Officer: Clare Martin

Description: 2no. internally illuminated fascia signs (signs B & E), 2no. non illuminated fascia signs (signs A & C), 1no. non illuminated free standing entrance sign (sign D), 1no. non illuminated wall mounted welcome sign (sign F) & 1no internally illuminated logo sign (sign G)

Particular Site Constraints?	Yes ☒	No ☐
• Within urban edge • Within existing employment site		

Planning History?	Yes ☒	No ☐
• A/24/97284 - 1.no internally illuminated totem sign – Being determined (June 24) • A/14829/3 – Display of internally illuminated free standing pylon sign – Consented (November 2001) • A/14829/1 - Display of trade sign – Consented (August 1974)		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Transport Officer (HCC):	<u>No objection</u> Signage is located in no-obstructive locations well away from the highway, and in the instances where these are illuminated, the cd/sqm levels are set well below maximum guidance levels.		
Town Council:	<u>No Objection</u> , subject to the lighting being turned off at 11pm.		

Site Visit:	Yes ☒	No ☐
Details: Site visit carried out 5/6/24		

Legislation:
Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:- <i>"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."</i> Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 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.

Policy:

National Planning Policy Framework Planning Practice Guidance

Development Plan:

The Eastleigh Borough Local Plan 2016-2036 The most relevant policies are Strategic policies S1 & S2; and Development Management policies DM1

Assessment:

Amenity

The proposal is to replace the existing signage for prestige select cars with Kia branded signage. The signage is of a similar style to that already on the building, including both wall mounted and projecting logo signs and informational signs around the entrance door. The signage consists of silver writing on a black background, which wraps around two sides of the building. The type, size, design and amount of signage is considered appropriate for the building and is typical of those found on these types of car dealerships.

The site is on the edge of a mixed commercial/ industrial area, where a range of signage is present within the locality. As such the proposal will blend in with character of the locality.

Safety

The proposed signage is set well back from the highway in non-obstructive locations. While three of the signs will be internally illuminated (fascia signs B & E and kia logo sign G) the volume of illumination at 160cd/ is below the highway authority's limit. No objection has been raised by the Transport Officer and the proposal is not considered to pose a highway safety risk.

Equalities Act:

Section 149 of the Equalities Act 2010 created the public sector equality duty.
Section 149 (1) 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 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 emerging 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 emerging plan policy. The need to support the economy is part of the Strategic Environmental Assessment for the Emerging 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 Emerging Local Plan sets a target for 14,580 dwellings to be provided by 2036. The NPPF, Saved Policies 34.ES and 37.ES of the Local Plan, Policies S1, DM2 and DM3 of the Emerging 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 reduce/limit impacts on climate emissions as a result of the development or its use.

Conclusion:

Recommendation:

CONSENT ☒

REFUSE ☐

Comments ...