

DELEGATED OFFICER REPORT

Application Ref: A/24/97295

Site Address: UNIT 1, 161 FAIR OAK ROAD, BISHOPSTOKE, EASTLEIGH, SO50 8LQ

Case Officer: Rebecca Altman

Description: Installation of signage to front and rear elevations, comprising 1 x fascia sign; 2 x column signs; 1 x barber pole sign and 1 x projecting sign (amended description).

Particular Site Constraints?	Yes ☒	No ☐
- Urban Edge - BIFOHH Character Area 13 - Flood zones 2 and 3 (north side of site) - Public footpath along Alan Drayton Way		

Planning History?	Yes ☒	No ☐
F/06/56284 – change of use to café (A3) with ancillary takeaway facilities (A5) – refused 05/04/06 Other applications for changes of use and alterations for the various units at 161 dating back to 1982.		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	One representation received in support, wishing the applicant luck with their business venture.		
Highway Authority:	No objection. The signs are in non-obtrusive locations and the luminance levels are acceptable.		
Parish Council:	No comments received.		

Site Visit:	Yes ☒	No ☐
Details: 16 th May 2024 – signs already in place. Photographs on file.		

Policy:
National Planning Policy Framework Planning Practice Guidance
Development Plan: The <u>Eastleigh Borough Local Plan 2016-2036</u> The most relevant policies are DM1 and DM13.
Supplementary Planning Documents: Character Area Appraisal – BIFOHH Character Area 13. The guidance for BIFOHH 13 does not relate to advert proposals.
Advertisement Legislation: Regulation 3 (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states: <i>3.(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—</i>

(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.

Assessment:

Site and proposal

The application relates to a single-storey unit on the north-east side of Fair Oak Road, to the south of Alan Drayton Way. The application seeks consent for the retention of signage for a barber shop, which includes a fascia sign, barber pole and column signs to the front elevation, and a barber pole and projecting sign on the wall fronting Alan Drayton Way.

The application also sought retention of a poster sign fronting Alan Drayton Way but following a site visit, it was considered that the amount of signage on the Alan Drayton Way frontage was excessive, resulting in unacceptable visual clutter. The applicants therefore agreed to remove the large poster sign and the plans have been updated. A follow up site visit confirmed that the poster sign has been removed from the site.

Amenity

The signage on the front of the unit is similar in form to that on the adjacent units, and a number of the neighbouring businesses also have signs on the wall fronting Alan Drayton Way. On visiting the site, it was noted that most of the business have just one sign on Alan Drayton Way and the barber shop had installed three signs (barber pole, poster sign and projecting sign). The amount of signage for the barbers was considered to create unacceptable visual clutter on this prominent elevation, and the applicants therefore agreed to remove the large poster sign, leaving the projecting sign and barber pole in place.

With the poster sign removed, the signage is considered to be appropriate and in keeping with similar signage on neighbouring businesses and has no significant impact on the visual amenity of the area.

Highway safety

The Highway Authority has raised no highway safety objection, noting that the signs are in non-obtrusive locations and are of an acceptable level of luminance.

Other matters

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: Following removal of one of the signs, the proposed signage is considered acceptable in terms of visual amenity and highway safety.

Recommendation:

PERMIT ☒

REFUSE ☐

Approved plans:

LA2432 01 – Block and Location Plans

LA2432 02 A – Proposed Plan

LA2432 03 – Fair Oak Road Elevation Existing and Proposed

LA2432 04 A – Alan Drayton Way Elevation Existing and Proposed

LA2432 05 East and West Elevations