

DELEGATED OFFICER REPORT

Application Ref: A/24/97579

Site Address: ASPIRE HOUSE, 10 ANNEALING CLOSE, EASTLEIGH, SO50 9PX

Case Officer: Rebecca Altman

Description: Display of 2 x non-illuminated signs (east and west elevations), measuring 0.9m x 3.68m

Particular Site Constraints?	Yes ☒	No ☐
- Urban edge - TPO trees in car park		

Planning History?	Yes ☒	No ☐
Previous applications for signage: - A/17/80751 – display of 2 non-illuminated fascia signs – consent 19/09/2017 - A/14/75713 – Display of 2 non-illuminated fascia signs – consent 10/03/2015 - A/14/75033 – display of 2 illuminated fascia signs – refused 19/09/2014		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None received.		
Eastleigh Town Council:	No objection.		

Site Visit:	Yes ☒	No ☐
Details: 03/07/2024 – 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. Advertisement Legislation: Regulation 3 (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states: 3.(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;
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(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 seeks consent for the retention of two non-illuminated fascia signs on Aspire House. One is located on the west elevation facing Tinning Way and the other is on the east elevation facing the buildings car park. The signs are attached to the walls at second floor level and measure 0.9m in height by 3.68m in width.

Amenity

The signs are already in place, located at a high level on the east and west elevations. The signs are of a modest size in relation to the size of the building and are non-illuminated. They are considered acceptable in terms of design and appearance in relation to the building and the visual amenity of the area.

The signs have no impact on the protected trees in the car park.

Highway / public safety

The signs are non-illuminated and at a height that would not cause any obstruction to pedestrians or vehicles. There are no highway or public safety concerns.

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 ☐

Plan numbers:

- B56026 – Site Plan
- Site plan with annotated sign locations, dated 30.10.13
- Photograph West Elevation
- Photograph East Elevation

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