

DELEGATED OFFICER REPORT

Application Ref: A/23/95257

Site Address: 30 HIGH STREET, BOTLEY, S030 2EA

Case Officer: Claire Campbell-Best

Description: Retention of signage to front elevation comprising 1no. non-illuminated fascia sign and 1no. internally illuminated barber pole (Amended description and plans)

Particular Site Constraints	Yes ☒	No ☐
With the Urban Edge Conservation Area – Botley/Winchester Road		

Planning History	Yes ☒	No ☐
Reference No.	Description	Decision
A/15999/004/00	Display of non illuminated fascia sign	Consent to advert display – 07/11/2001
A/15999/003/00	Display of externally illuminated fascia sign	Refuse Advert Consent – 15/02/2001
A/15999/002/00	Display of halo illuminated fascia sign and internally illuminated projecting sign	Refuse Advert Consent – 23/12/1998
Other applications for changes of use, alterations and advert consents for the various units at 30 High Street dating back to 1975		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☒
Representations:	One objection letter received stating the following: I wish to register an objection concerning the recently granted/new planning permission for the signage at Botley Barbers. My concerns are twofold: the suitability of the signage and the upkeep of the premises, particularly the window boxes. Botley is steeped in history and with a heritage dating back centuries, deserves signage that complements its architectural and cultural narrative. The previous occupants, Clark Mews, displayed a simpler sign and maintained the window boxes, which contributed positively to the village's appearance. In contrast, the current presentation, with neglected window boxes and an excessive display of haircuts akin to a teenager's Instagram page, detracts from our village's charm. You only need to glance across the road at Gents@27 to observe how a business can effectively convey its presence while respecting the village's historic character. Their efforts align with the collective endeavour of local businesses to sustain the village's quaint and inviting atmosphere. It is vital that we preserve the tone and aesthetic that make our village a desirable destination, ensuring that all businesses contribute constructively to this shared vision. On a lighter note, I trust the claim of the sign's height being 220 metres is a typographical error rather than a statement of intent. I trust these points will be given due consideration to ensure that Botley remains a picturesque hub for community and commerce alike.		

Botley Parish Council:	<u>Comments on amended plans and description:</u> No comment. <u>Original comment:</u> No comment or objection.
Built Heritage Consultant:	<u>Comments on amended plans and description:</u> The front building looks much tidier now and just needs a repaint. Holding objection withdrawn. <u>Original comments:</u> The application title refers only to 1no. non-illuminated fascia sign and 6no. non-illuminated window graphics, whereas the drawing shows these plus an illuminated Barbers Pole, images either side of the doorway and removal of 'An old photo frame' on the left hand side. The application form is also woolly and totally inaccurate with dimensions and projection. While the fascia sign is just acceptable (sadly not as elegant as the previous signage), the graphics in the windows obscuring the window are not – these can be fixed on the inside as did the estate agent before to enable the window construction to take precedence over the graphics. Turning to the other items that may or may not be envisaged by the applicant, the images either side of the doorway are not acceptable and if an illuminated barbers pole is to be fixed it should be at the same level as the fascia and close to the corner than shown with the electrical feed straight through the wall from inside, so no extra wiring on the front of the building. If the 'photo frame' is to be retained, it would look better around the corner on the end of the building, leaving more of the frontage uncluttered. Conclusion Both the application form and drawing need to be revised to accurately represent exactly what permission is being sought for to ensure there is no misunderstanding by either party. Holding objection until revised and updated accurately.
Hampshire County Council Highways:	<u>Comments on amended plans and description:</u> The non-illuminated fascia sign remains flat to the building line and non-illuminated, and as such will not cause any obstruction to passing pedestrian movements or distraction to passing motorists. With regard to the illuminated barber pole which has now been added, plans demonstrate that this is of sufficient height not to interfere with pedestrian movement below. However, it is illuminated and no details of luminance levels have been provided. As such, the following condition should be applied. CONDITION: AMOUNT OF ILLUMINATION The illumination of the consented barber pole shall be no greater than 600 candela per square metres and no light source shall be visible from the highway. Reason: In the interests of highway safety/amenity <u>Comments on original plans:</u>

	No objection to the proposals from a highway perspective
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Site Visit:	Yes ☒	No ☐
Details: 27/11/23 – sign and barber pole already in place. Photographs on file.		

Policy and Legislation:

National Planning Policy Framework Planning Practice Guidance

Development Plan:

The Eastleigh Borough Local Plan 2016-2036 The most relevant policies are DM1, DM12 and DM13.

The site also lies within a Conservation Area and Section 72(1) of the Planning (Listed Buildings & Conservation Area) Act 1990 states:-

“In the exercise, with respect to any buildings or other land in the Conservation Area of any power (under Planning Acts), special attention shall be paid to the desirability of preserving or enhancing.”

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;

(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 ground floor unit at 30 High Street which fronts Botley High Street and forms part of the village square. This application seeks consent for the retention of signage for a barber shop, which includes a fascia sign and illuminated barber pole to the front elevation.

The application also sought retention of a number of graphic signs placed on the inside of the window and either side of the door to the front elevation but following a site visit and objection from the Built Heritage Consultant, it was considered the amount of signage was excessive, resulting in unacceptable visual clutter within the conservation area. The

applicants therefore agreed to remove these signs and the plans and description of the application have been updated and re-publicised. A follow up site visit confirmed the display signs have been removed from the site.

Amenity

The signage and barber pole on the front of the unit is not too dissimilar in form to that on the units found within the village square. On visiting the site, it was noted that most of the businesses have signs that are sympathetic and in keeping with the conservation area. The barber shop has installed a fascia sign, a barber pole and numerous display signs along the front window and door which was considered to create unacceptable clutter and detract from the character of the conservation area. The applicants therefore agreed to remove the graphic display signs from the window and door and move the barber pole closer to the fascia resulting in a much tidier appearance to the front elevation.

With the graphic signs removed, the signage is considered to be appropriate and in keeping with similar signage on neighbouring businesses and respectful to the conservation area, with no objection from the Built Heritage Consultant based on the revised plans. Therefore, the signage is not considered to have a 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. A condition will be applied to ensure the barber pole will have 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 the graphic signs and repositioning of the barber pole, the signage is considered acceptable in terms of visual amenity and highway safety.

Recommendation:

PERMIT ☒

REFUSE ☐