

DELEGATED OFFICER REPORT

Application Ref: A/24/97318

Site Address: THE OLD FORGE, SWAYTHLING ROAD, WEST END,
SOUTHAMPTON, SO18 3HT

Case Officer: Rachael Morris

Description: 1.no freestanding non-illuminated entrance sign and 1.no non-illuminated fascia sign

Particular Site Constraints?	Yes ☒	No ☐
• Conservation Area • Within the urban edge		

Planning History?	Yes ☒	No ☐
• Z/19595/000/00 - Rebuilding External Wall and Repairing Roof – Permit – Oct 1979 • Z/19595/001/00 - Use of Land for Car Sales – Refuse – May 1985 – Allowed at appeal – Sept 1987 • Z/19595/003/00 - Use of Land for The Display and Sale of Motor Vehicles and Formation of New Vehicular Access – Refuse – Feb 1987 • C/19595/004/00 - Construction of Spray Booth – Permit – Apr 1992		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☒
Representations:	17 Upmill Close. Objection. Eyesore for residents in Upmill Close. The huge fences with the brightest lights that flicker on and throughout the night are a huge pain. 20 Upmill Close. Objection. My property backs directly onto the building where the fascia sign has been erected. Immediately we look out of the back of our house or go into the garden we see this massive sign. At nighttime we are dazzled by the security lights which are fixed to that sign and are focussed on our property. There is no short term solution to this and even a longer term solution would not be ideal because any sunshine would be blocked out from the rear of my property. 22 Upmill Close. Objection. Signs will increase the business's activities and exacerbate parking issues in Upmill Close and hinder emergency services. This will impact on property values. 31 Upmill Close. Support. Reliable and trustworthy family business. 4 Upmill Close. Support. Local family run business that fits in with the community. New signage looks great in forecourt. 30 Torridge Gardens. Support. The new look, layout and signage is great and looks very professional and welcoming. 18 Upmill Close. Support. Recent changes have improved the look of the car sales. 1 Upmill Close. Support. Any parking is generally taken up by people visiting Go Ape. Signage gives a modern and classy feel in keeping with the rest of the premises. 8 Upmill Close. Support. The garage upgrade - including the signs - looks far neater, tidier and more welcoming than in it's previous form, which was beginning to give an air of dilapidation and was becoming an eyesore. 14 Mill Gardens. Support. The new sign looks very impressive and improves the roadside outlook of the area in my opinion.		
Parish Council:	No Comment		
Built Heritage Consultant:	No Objection. These two signs actually improve the look of the site with the fascia sign in particular masking an unfortunate roofscape		

	behind, and sign A by the entrance set against the backdrop of vegetation.
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Site Visit:	Yes ☒	No ☐
Details: 21/06/2024		

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 and S2; and Development Management policies DM1, DM11, DM12 and DM14.

Supplementary Planning Documents:

Quality Places; Residential Parking Standards; Character Area Appraisals, Gaters Mill & Romill Close West End Conservation Area.

Legislation:

Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:-

"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

- In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;
- In the case of public safety: The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;

Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air. In determining an application for consent for the display of advertisements or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted."

Assessment:

The development is considered acceptable and complies with policies DM1, DM11, DM12 and DM14 from the 2016-2036 local plan, in that:

Principle

- The development is within the urban edge where the principle of development is acceptable.
- Policy DM1, states that all new development should not have an unacceptable impact on, and where possible should enhance residential amenities of both new and existing residents, the character and appearance of urban areas, the countryside, and the coast. In addition, it should take full and proper account of the context of the site including the character, appearance and land uses of the locality or neighbourhood, and be compatible with adjoining uses and be well integrated with these in terms of mass, scale, materials, layout, density, design and siting, both in itself and in relation to adjoining buildings, spaces and views.
- Policy DM12, states development of a heritage asset or within its setting will be permitted provided it does not harm or detract from the significance or special interest of the asset and sustains and enhances its special character and qualities.

Permission for development which results in substantial harm to, or loss of, designated assets of the highest significance will be wholly exceptional.

Design and layout

- The proposed signage does not create a proliferation of advertisement as they are both on-site offering different information (1.no fascia and 1.no entrance sign). The signage accords with policy DM1 of the Local Plan (2016-2036) in that it takes account of the character of the site.
- The signage is non-illuminated and so are unlikely to cause unacceptable distraction for drivers.
- The development accords with guidance set out in the 'Quality Places' SPD in that there will be no unacceptable impact on the amenity of the neighbouring properties in terms of a loss of privacy or obstructing an outlook. The proposed fascia sign is non-illuminated and located between approx. 14-20m from neighbouring windows.
- The development would not be an overdevelopment of the site, and parking standards remain unchanged.
- The proposed signage is relevant to the business location and in an area where signage is commonly seen for neighbouring businesses such as Haskins and Priory Wellbeing Centre.
- The proposed signage does not result in substantial harm to the conservation area and as such is considered to accord with policy DM12 of the Local Plan (2016-2036).

Other material considerations

- There will be no adverse impact upon trees or other natural features worthy of retention.
- There are no likely significant impacts on the SPA.
- Property devaluation is not a planning consideration and as such cannot be considered. In addition, although highway safety can be considered under an advertisement application, the signs themselves do not create a safety risk or a strain to parking provision and as such we cannot consider the impact the signs will have on the local traffic network.

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 adopted local 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 local plan policy. The need to support the economy is part of the Strategic Environmental Assessment for the adopted local plan, as is an assessment of climate impacts.

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:	CONSENT ☒	REFUSE ☐
Comments ...		