

DELEGATED OFFICER REPORT

Application Ref: A/24/97575

Site Address: 111 WINCHESTER ROAD, CHANDLER'S FORD, EASTLEIGH, SO53 2GH

Case Officer: Rachael Morris

Description: 2.no illuminated fascia signs and 1.no illuminated projecting/hanging sign

Particular Site Constraints?	Yes ☒	No ☐
• Within the urban edge • Eastleigh Town, District and Local Centres and Neighbourhood Parades		

Planning History?	Yes ☒	No ☐
• Z/12182/006/00 - Installation of Emergency Generator Within Loading Bay – Permit – Mar 1992 • Z/12180/006/00 - Installation of emergency generator within loading bay – Permit – Mar 1992 • Z/12182/007/00 - Siting Of 1.8 Metre Diameter Satellite Antenna on Roof – Permit – Nov 1994 • A/12182/008/00 - Retention of Internally Illuminated Fascia, Free Standing & Wall Mounted Sign – Consent – Jul 2001 • F/06/58421 - Replacement of trolley shelter – Permit – Dec 2006 • A/06/58420 - Alterations to fascia signs, addition of one wall mounted sign on rear elevation and replacement directional car park sign at entrance – Consent – Dec 2006 • F/07/60724 - Installation of ATM – Permit – Sept 2007 • A/10/67575 - Display of 1no. externally illuminated fascia sign and 1no. internally illuminated projecting sign – Consent – Oct 2010 • F/11/69670 - Installation of ATM cash machine – Permit – Nov 2011 • A/12/70961 - Display of 2no. externally illuminated fascia signs, 1no. hanging sign and 2no. wall mounted signs (in car park) – Consent – Jul 2012 • F/12/70847 - Replacement of entrance doors and shop front, installation of ATM and installation of 2No. covered trolly bays in rear car park – Permit – Jul 2012 • F/12/70845 - Retention of replacement air conditioning units (amended description) – Permit – Aug 2012 • A/15/77644 - Display of 1no. non-illuminated ATM surround sign – Consent – Feb 2016 • F/15/77642 - Installation of ATM – Permit – Feb 2016 • F/16/77994 - Installation of anti-ram-raid bollards to front of store – Permit – Apr 2016 • F/23/94540 - External alterations including the installation of new louvers at ground floor to the rear elevation. Reconfiguration of car park – Permit – Apr 2023 • F/23/95081 - External alterations including new shopfront, removal of existing louvres to rear and side elevations, new louvres to rear, provision of ventilation openings, new doors, and alterations to loading platform (amended description) – Permit – Jun 2023 • PN/23/95595 - Change of use from Class E to C3 to form 5.no apartments. Site at first floor front only – Aug 2023 • F/24/97565 - Change of use to Class F1(a) from Class E and the installation of 3.no air conditioning units – Not yet determined • PN/24/97626 - Application for Prior Approval for a single storey roof extension to form 5 apartments, under Schedule 2, Part 20, Class AB of the Town and Country Planning General Permitted Development Order – Not yet determined		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
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Representations:	None
Parish Council:	No Comment
Hampshire Highways:	No objection to the proposals from a highway perspective. The 2 no. illuminated fascia signs are flat to the building walls, and whilst illuminated, levels applied for are 300 candela per square metre, which falls within permitted levels for this type of location. The projecting sign is also acceptable, being located at a sufficient height which will not impede pedestrian movement below it.

Site Visit:	Yes ☒	No ☐
Details: 03/07/2024		

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 policy DM1.

Supplementary Planning Documents:

Quality Places; Residential Parking Standards; Character Area Appraisals.

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 policy DM1 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.

Design and layout

- The proposed 2.no fascia signage does not create a proliferation of advertisement as they are on different elevations of the building. The 1.no projecting/hanging sign is modest in size.
- 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 loss of privacy, light or outlook.
- The design and layout respect the character and appearance of the locality.
- The signage is illuminated to 300 candela per square which has received a no objection from Hampshire Highways. Therefore, there is no anticipated safety risk to road users. Moreover, the hanging sign is situated high enough to not impede pedestrian use of the pavements.
- The proposed signage is relevant to the business location and in an area where fascia and hanging signage is commonly seen for neighbouring businesses, such as Co-Op, Costa and Josie's.
- The signage accords with policy DM1 of the Local Plan (2016-2036) in that it takes account of the character of the site.

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.
- The proposed air conditioning units, as seen on the submitted plans, are subject to planning permission F/24/97565 (not yet determined).

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 ☐
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Comments ...
