

DELEGATED OFFICER REPORT

Application Ref: A/24/98263

Site Address: TESCO SUPERMARKET, HAMBLE LANE, BURSLEDON,
SOUTHAMPTON, SO31 8GN

Case Officer: Dorothy Hei-Tung-Hoh

Description: Proposal to install 2x fascia signs, 3x aluminium panel signs, 4x vinyl manifestations, 1x digital screen, and 1x canopy sign with printed text and logo.

Particular Site Constraints?	Yes ☒	No ☐
• Within the Urban Edge • Within Built-up Area Boundary		

Planning History?	Yes ☒	No ☐
• Z/15422/002/00 - Retail store and car park – Permit – 30/03/1979 • Z/15422/028/00 - Front and side extension, new sales area, storage area, coffee shop, new toilets and entrance - Refuse Planning Permission For – 30/10/1996 • F/04/51705 - Erection of Home Delivery Facility comprising canopy and enclosed area – Permit – 27/10/2024 • F/05/55809 - Single storey front extension to provide 'nutri centre' (1036sqft GFA) and customer exit lobby – Permit – 08/03/2006 • F/24/97128 - Siting of 1no. container for the sale of food and drink as a takeaway (Sui Generis) – Permit – 29/08/2024		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	One comment was received, questioning whether Tesco has conducted any customer research to assess the likely effectiveness of a digital advertisement in this location. The commenter expressed concerns that such an advertisement may appear to be a waste of money and electricity.		
Parish Council:	No objection.		

Site Visit:	Yes ☒	No ☐
Details: 24 th October 2024		

Policy:
National Planning Policy Framework Planning Practice Guidance
Development Plan: The <u>Eastleigh Borough Local Plan 2016-2036</u> The most relevant policies are Strategic policies S1 and S2; and Development Management policies DM1, DM13 and DM22.
Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:

Site context and proposal

The proposed advertisement comprises multiple digital and static signage installations on a newly approved storage container at the Tesco supermarket on Hamble Lane. The container is located in a side area adjacent to the car park access ramp, a space that is largely underutilised.

The application features a combination of illuminated and non-illuminated signage, including:

- A large aluminium panel sign, 4.73m x 0.64m, displaying the "PizzaExpress" logo with built-up letters and a steel surround.
- An illuminated digital content within an aluminium frame.
- A smaller backlit circular logo sign, 1m in diameter.
- Light blue vinyl flex manifestation applied to the container's exterior.

Additional elements include vinyl white tiles applied to dibond panel and printed text and logos on the canopy.

Legislation

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."

Character and Design

The container, which forms the base for the proposed advertisement, has already been granted approval. Therefore, this assessment focuses on the proposed signage itself.

The scale and positioning of the signage are considered proportionate to the container and are unlikely to appear overly dominant or intrusive. The illumination levels for the digital advertisements will remain well within the standard limit of 600 candela per square metres, ensuring compliance with standards.

The overall design is expected to integrate harmoniously with the container and the commercial setting of the Tesco site.

Given its location within a commercial area, the proposed signage is unlikely to adversely affect the visual amenity of the site or its surroundings. Accordingly, the scheme is considered acceptable in terms of its visual impact.

Impact on residential amenity

The proposed signage is positioned within the Tesco supermarket site, a commercial area with no immediate residential properties in close proximity to the location of the container. Given the separation distance from residential dwellings and the positioning of the signage, it is unlikely to result in any significant adverse impacts on residential amenity.

Concerns were raised regarding the energy consumption of the illuminated advertisements. However, the illumination levels are modest and well below the standard of 600 candela per square metres. The illumination will be static and non-intrusive, mitigating any potential for light spill that could affect nearby residents.

Furthermore, the advertisement's location and orientation ensure that it faces Tesco supermarket and car park, reducing its visibility and impact on residential areas. As such, the proposal is not expected to generate undue noise, light, or other forms of disturbance that would negatively affect residential amenity.

Highway and Public Safety

Although some of the proposed signage will be illuminated, it will remain static, with illumination levels within acceptable limits, thereby minimising the risk of distraction to drivers.

Additionally, as the container is positioned adjacent to the car park access ramp and elevated above the parking area, this location ensures that the proposed signage will not interfere with vehicular or pedestrian movements within the site.

Given these considerations, the proposal is unlikely to raise any concerns regarding highway or public safety.

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.

The NPPF aims for the need for housing to be met, and policy S2 of the Local Plan sets a target for 14,580 dwellings to be provided by 2036. The NPPF, Policies S1, DM2 and DM3

of the Local Plan and energy and water elements of the adopted Environmentally Sustainable Development SPD require development to be sustainable in terms of resource use, climate change and energy use. When considering the impact of climate change, the proposed development is expected to be resilient to the potential effects of climate change and is expected to reduce/limit impacts on climate emissions as a result of the development or its use.

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:

- Subject to conditions.
- The application is recommended for approval. Consent to the advert display.

Recommendation:

PERMIT ☒

REFUSE ☐