

DELEGATED OFFICER REPORT

Application Ref: F/24/98495

Site Address: Pavement o/s, Swan Centre Car Park, Eastleigh, SO50 5PB

Case Officer: Rachael Morris

Description: Installation of an internally illuminated digital Advertised Communication Hub Unit with Defibrillator

Particular Site Constraints?	Yes ☒	No ☐
• Eastleigh Town, District and Local Centres and Neighbourhood Parades • Eastleigh town centre boundary • Core Leisure Centre • Within the urban edge		

Planning History?	Yes ☐	No ☒

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	None		
Town Council:	We wholly support the principle of the hub unit with defibrillators and find this location acceptable. Therefore, the council has no objection to the application.		
Urban Design:	The proposed application is for the installation of an advertised Communication Hub Unit with defibrillator, on the pavement of Wells Place, next to the junction with Mitchell Road, right in front of Swan Centre Car Park. This is the walking route into the car park, and we want to keep it clear from any obstruction. It is highly used, and we would like to create pleasant environments and make our streets safer, convenient and attractive for walking and cycling within and to the Borough. Therefore, we would suggest trying to find a better location for this unit or simply refining the proposed place to a slightly different location such as moving it to where the effect bin location is, subject to other officers' comments (e.g. Sustainable Transport Planner Officer). By concentrating all the utilities (bin, CCTV Post and Communication Hub unit) we reduce the clattering and spread of obstruction on the street.		
Direct Services:	No comment.		
Eastleigh Local Area Manager:	This comes at a time when we are engaged in a major consultation programme about the future of the town centre and how to maximise the potential for regeneration. One option within this process is a trial pedestrianisation of High Street and/or Market Street. This provides an opportunity for a range of alternative uses for the pavement and road surfaces, such as table and chairs, parklets, planting and events spaces. This clearly needs to be designed in a well thought out and integrated way. The provision of public information is part of this approach. However, working with the Highway Authority, we would wish to commission/tender for a design and in locations that best fits with the wider look and feel and contributes to the place-making in co-ordinated manner. All three proposed signs would conflict with the above aims and I therefore object. In addition, the one proposed for Leigh Road Precinct is in the middle of our current market and on one of our main strategic cycle paths.		

Eastleigh BID:	The public benefits of an additional defib can only be supported. The additional advertising potential for Eastleigh BID businesses would be a great benefit. An application I would wholly support as Operations Manager for Eastleigh BID
Hampshire Highways:	No objection to the proposals in principle. This however would be subject to appropriate licences being applied for and granted (from HCC as Local Highway Authority) to undertake the associated installation works, should a permission be granted from EBC as Local Planning Authority. The proposed location of the Communication Hub is in a non-obstructive position on Wells Place, where due to the localised widening of the footway, adequate pedestrian movement space remains to circulate the unit.

Site Visit:	Yes ☒	No ☐
Details: 05/12/2024		

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 E3, DM1, DM11 and DM14. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:
The development has been considered against policies DM1, DM11 and DM14 from the 2016-2036 local plan, in that: <u>Principle</u> - The development is within the urban edge where the principle of development is acceptable. - Policy E3 states “The Borough Council will support the regeneration of Eastleigh town centre. This will include: a. strengthening the retail circuit through seeking: i. development that strengthens the function of the town centre retail anchor to the north of Leigh Road; and ii. the redevelopment of the block east of Upper Market Street, where a range of town centre uses will be acceptable including retail, financial and professional services, public sector services, cafes/restaurants, public houses, hotels, leisure uses, non-residential institutions such as galleries and exhibition halls on the ground and lower floors, with residential uses, including student accommodation, acceptable on upper floors. b. promoting well designed, high density mixed-use development that delivers schemes suitable for modern retailing and other town centre uses. c. within the core, leisure, primary and secondary shopping zones as defined on the policies map, a change of use or development will also need to meet policy DM22”. <u>Design and layout</u> - The proposed internally illuminated, digital advertised communication hub with defibrillator would create an obstruction to the flow of pedestrian movement. The

placement of the hub would add to the existing street furniture in this vicinity, including a rubbish bin and CCTV post. Although this application looks to relocate the bin a few metres up the street, this would still create a tight area to navigate as a pedestrian.

- Overall, the application would reduce the flexible use of the space and clutters the public realm, which is not supported in a location just at the bottom of the steps to a popular leisure and dining location.
- Although it is recognised that the proposals are supported with defibrillators which do offer great public benefit, this benefit would not outweigh the visual impact to the street scene that the hub would create with no planning justification for the placement.
- Moreover, defibrillators can be provided under Permitted Development and as such it is not required that this advertisement hub is allowed in order to provide this equipment. A defibrillator is currently available approx. 385m away at Eastleigh House.

Other material considerations

- 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.
- There will be no adverse impact upon trees or other natural features worthy of retention.
- There are no likely significant impacts on the SPA.

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:	PERMIT ☐	REFUSE ☒
Comments ...		