

DELEGATED OFFICER REPORT

Application Ref: A/24/98558

Site Address: MACKOY STADIUM, VT SPORTS GROUND, PORTSMOUTH ROAD, BURSLEDON, SO19 9PW

Case Officer: Rachael Morris

Description: 3.no freestanding externally illuminated advertisement boards to the vehicular access

Particular Site Constraints?	Yes ☒	No ☐
• Countryside • Settlement Gap		

Planning History?	Yes ☒	No ☐
• Z/24706/000/00 - Erection of sports pavilion to include changing rooms, bar, squash courts and steward's accommodation – Permit – Nov 1980 • Z/24706/001/00 - Siting of Mobile Home – Temporarily approve – Apr 1987 • F/12/71754 - Construction of sports pavilion and cricket pavilion, all weather sports pitch with flood lighting and 3m high mesh fencing, 112 space car park with altered and widened vehicular access and drive, following demolition of existing buildings – Permit – Feb 2013 • F/16/79528 - Construction of new pavilion & changing rooms – Permit – Feb 2017 • F/24/96739 - Extension to the existing cricket pavilion to provide changing facilities – Permit – May 2024 • F/24/98391 - Retrospective application for a Swale, Gravel Car Park and Semi Permanent Marque – Permit – Dec 2024		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	17 Meadow Grove, Chandlers Ford. Objection (summarised). Excessively bright L.E.D illuminated advertising signs are becoming a real issue regarding light pollution, highway safety and, out of keeping with the character of the local geography. Local authorities, lack resources or power to enforce advertising planning breaches such as, illumination exceeding current regulated levels.		
Parish Council:	No Comment		
Hampshire Highways:	<u>Update (Jan '25):</u> Additional plans have been received (Drawing 8374 D02/A). These now clearly show that the position of the signage, both to the east and west of the access junction, is set back in excess of 2.4m from the highway edge. As such, its positioning does not affect visibility splays, and therefore there is no objection to the proposals from a highway perspective. <u>Dec '24:</u> No objection to the proposals in principle, subject to either an updated plan, or appropriately worded conditions being applied. The single sign to the east of the access junction appears to be located in a position well out of the required visibility splay, the start of which would be set back 2.4m into the site from a central point of the access. In terms of the two western located signs however, it is not fully clear from plans, due to the scale of the drawing, whether they are also set back out of the visibility splay. The Case Officer may wish to request updated drawings to confirm this, or alternatively apply a condition. Lighting levels have also been reviewed and are acceptable subject to a condition stipulating the maximum luminance levels and ensuring		

	that no light source is directly visible from the highway in order to prevent distraction.
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Site Visit:	Yes ☒	No ☐
Details: April and November 2024 – the case officer is very familiar with the site.		

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, S2, S5 and S6; and Development Management policies 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."
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Assessment: The development is considered acceptable and complies with policy DM1 from the 2016-2036 local plan, in that: <u>Principle</u> • 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. <u>Design and layout</u> • The proposed 3.no freestanding externally illuminated advertisement boards do not create a proliferation of advertisement as they are targeted to traffic travelling in both directions along Portsmouth Road and are modest in size.
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- The signage is illuminated to less than 200 candela per square metre and set back more than 2.4m from the highway edge to not impact on visibility splays, which has received a no objection from Hampshire Highways.
- The proposed signage is relevant to the business location.
- The signage accords with policy DM1 of the Local Plan (2016-2036) in that it takes account of the character of the site and does not detriment the countryside or settlement gap location.

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:

CONSENT ☒

REFUSE ☐

Comments ...