

DELEGATED OFFICER REPORT

Application Ref: A/25/98721

Site Address: PETROL SERVICE STATION, 138 TWYFORD ROAD, EASTLEIGH, SO50 4HP

Case Officer: Rachael Morris

Description: Replacement fascia signs to the canopy on 4.no sides (3.no internally illuminated and 1.no non-illuminated)

Particular Site Constraints?	Yes ☒	No ☐
- Airport Safeguarding Zone - Within the urban edge		

Planning History?	Yes ☒	No ☐
- Z/06821/012/00 - Forecourt Canopy – Permit – Apr 1978 - Z/06821/019/00 - Alterations to Existing Sales Building – Permit – Jul 1984 - Z/06821/023/00 - Erection of Canopy, Shop, Car Wash and Installation of Underground Petrol Storage Tanks (Following Demolition of Existing) – Permit – Nov 1986 - A/06821/026/00 - Erection of Gantry Sign – Consent – Jan 1989 - A/06821/027/00 - Erection of Illuminated Signs – Consent – Jan 1989 - Z/06821/025/00 - Redevelopment of Filling Station Incorporating Retail Shop, Car Wash, Two Commercial Workshop Units, Canopy and Tank Farm – Permit – Apr 1989 - Z/06821/028/00 - Relaxation of Condition 15 To Planning Permission Ref. No. 6821/25 To Allow the Car Wash to Open Between the Hours Of 0600 To 2300 On Any Day – Refuse – Oct 1989 - A/06821/029/00 - Display of Illuminated Box Letter Signs – Consent – Oct 1989 - A/06821/030/00 - Display Of 3 No. Illuminated Fascia Signs on Car Wash – Consent – Oct 1989 - A/06821/032/00 - Display of Illuminated Free Standing Sign – Consent – Sept 1996 - Z/06821/033/00 - Ground Floor Extension to Sales Building Change of Use of Part of Lower Ground Floor to Store and Alterations to Forecourt and Canopy – Permit – Jan 1997 - A/06821/034/00 - Display of Two Internally Illuminated Roof Mounted Signs and Freestanding Forecourt Sign – Consent – May 1997 - A/06821/036/00 - Display of Internally Illuminated Fascia and Monolith Signs – Consent – Sept 2002 - Z/06821/037/00 - Alterations to Vehicular Access onto Albert Road – Permit – Oct 2002 - A/06821/038/00 - Replacement Signage and Relocation of Illuminated Monolith Sign – Consent – Jan 2003 - A/05/55505 - Display of various signs – Permit – Jan 2006 - A/08/63465 - Replacement forecourt canopy signage including 2 No. internally illuminated logo signs, 1No. Non illuminated free standing sign (1.5M high) and 1No. Internally Illuminated totem sign (5.2M high) – Consent – Sept 2008 - F/09/64370 - Siting of single automated recycling unit – Permit – Feb 2009 - A/10/67262 - Erection of 2No. Internally illuminated fascia signs and 1No. Internally illuminated totem sign – Consent – Jul 2010 - A/16/78376 - Display of externally illuminated pump signage – Consent – May 2016 - A/22/92538 - Consent to display 1no. illuminated pylon sign – Consent – Mar 2022		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
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Representations:	None
Parish Council:	No Comment
Southampton Airport:	The proposed development has been examined from an aerodrome safeguarding perspective and does not conflict with safeguarding criteria. We, therefore, have no objection to this proposal.
Hampshire Highways:	No objection to the proposals from a highway perspective. This would however be subject to the condition outlined below being applied. The signs are all located flush to the canopy on site, at a height that will not affect movements underneath, or anything adjacent to them. In terms of luminance, this is outlined as being 600cd/m2, which is acceptable in this location. It would however be requested that a condition is put in place to ensure luminance levels do not rise in the future.

Site Visit:	Yes ☒	No ☐
Details: 31/01/2025		

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. 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 policies 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.

Design and layout

- The proposed design of the fascia signs to the canopy on 4.no sides (3.no internally illuminated and 1.no non-illuminated) is suitable to this location where canopy signs are an existing feature and this proposal seeks to replace them.
- The signage is illuminated to a maximum of 600 candela per square metre and located flush to the canopy on site, at a height that will not affect movements underneath, or anything adjacent to them which will not impact detrimentally to public safety. This has received a no objection from Hampshire Highways as a result.
- 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.

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.
- The illuminated adverts are facing towards and in either direction of Twyford Road with the eastern sign being unilluminated facing residential properties off Consort Road, Albert Road and Victoria Road. Elevation B (west) facing towards Twyford Road will be conditioned for a reduced illumination (300 candela per square metre) and to be switched off between 9pm and 8am to protect the amenities of residential properties on Twyford Road directly opposite the canopy.

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 ...