

DELEGATED OFFICER REPORT

Application Ref: A/24/98113

Site Address: UNIT 7, MAYFLOWER PARK, 28 BOTLEY ROAD, HEDGE END, SOUTHAMPTON, SO30 2HE

Case Officer: Dorothy Hei-Tung-Hoh

Description: Replacement of existing non-illuminated signage with new signage featuring updated branding

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

Planning History?	Yes ☐	No ☒
There does not appear to be any planning history related to the site.		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None received.		
Parish Council:	No objection.		
HCC Highways:	No objection.		

Site Visit:	Yes ☒	No ☐
Details: 8 th January 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, DM15 and DM22..
Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:
<u>Site context and surroundings</u> The application site (Unit 7) is situated within Mayflower Park that accommodates a variety of commercial and business uses, each with its own distinct signage. It is located at the end of a row of warehouse units and is occupied by a car service business, offering services such as MOT testing, cambelt replacement, exhaust repairs, and other general car maintenance services. To the front of the site, there is a parking area for customers. The surrounding area is characterised by a mix of retail and industrial units.

Proposal

The application seeks advertisement consent for the replacement of the existing non-illuminated signage with updated branding across the entire unit. Currently, the branding and smaller signage are confined to the left corner of the building. The proposed new signage will be considerably larger, extending across the upper half of the building and replacing the existing cladding. The replacement signage will feature a black colour scheme, incorporating the brand name, contact details, and a list of services offered. The signage will remain non-illuminated.

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."

Layout, design, and impact upon the character of the area

- Policy DM1 of the Eastleigh Borough Local Plan (2016-2036) stipulates that all new development should respect the character and appearance of urban areas, 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 in terms of mass, scale, layout density, design, and siting.
- While the proposed advertisement will be significantly larger than the existing signage and adopts black colour, its visual impact is considered acceptable given the site's context. The unit is situated in a less prominent location within Mayflower Park, and the signage will not be highly visible when viewed from Botley Road. As such, it is unlikely to adversely affect the street scene.
- Furthermore, the site is located within an area where signage is a common and expected feature, contributing to the commercial character of the area. The proposed design is considered to be in keeping with the established context and will not appear out of place within the surrounding environment.

Impact on residential amenity

- Policy DM1 of the Eastleigh Borough Local Plan (2016-2036) amongst other matters, stipulate that all new development should not have an unacceptable impact upon residential amenities of both new and existing residents.

- The proposed signage is not expected to have any adverse impacts on residential amenity, as there are no residential properties in the immediate vicinity of the site.
- Additionally, the signage will remain non-illuminated, ensuring that it will not cause any harmful impacts to nearby commercial units.

Highway and Public Safety

- Hampshire County Council (HCC) Highways has reviewed the proposal and raised no objection to the proposals from a highway safety perspective. The signage is flat fronted to the building, ensuring it does not encroach on or affect movements within the public highway.
- Additionally, as the signage is non-illuminated, it is not expected to cause any visual distraction to passing road users. The proposal is therefore considered acceptable in terms of its impact on highway 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 Environment 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, 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.

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:

Permit subject to conditions. Consent to the advert display.

Recommendation:

PERMIT ☒

REFUSE ☐