

DELEGATED OFFICER REPORT

Application Ref: A/25/98871

Site Address: Land west of Burnetts Lane, Eastleigh, SO30 2HH

Case Officer: Rachael Morris

Description: Erection of 60m of hoarding, 2.no post & panel signs, 17.no flagpole signs, 6.no chevron signs and 2.no triangular roundabout signs to the 'Lower Acre' site and Allington Lane roundabout.

Particular Site Constraints?	Yes ☒	No ☐
- Partially within the countryside (north of site) - Partially within the urban edge (south of site) - Proposed Housing & Residential Led Mixed Use Development Allocation		

Planning History?	Yes ☒	No ☐
- O/20/89498 - Outline: Phased mixed-use development comprising severable and separate phases of development (as per the Phasing Plan) consisting: - Up to 2,500 residential units in total (across The Lower Acre, Quobleigh Breach, The Upper Acre, Round Copse, The Holme, The Homestal, Chalcroft Farm and The Folds phases and partially within Chalcroft Outfarm Works phase); - A Local Centre (and supporting secondary local centres) on land up to 3.1ha comprising mixed-use residential/retail/leisure/community/employment/day nursery/food establishment uses (Local Centre Phase); - Further non-residential floorspace on land up to 5ha comprising of office, commercial and industrial uses and general industrial and storage & distribution uses (Chalcroft Outfarm works and Fir Tree Farm Hub phases and partially within the Chalcroft Farm phase); - A 3FE Primary School (Primary School Phase); - Public open space including formal sports facilities and informal provisions (across Green Infrastructure Phases); - Allotments, ecological, landscape and sustainable drainage works; - key infrastructure and utilities provision including new roads, footpaths, bridleways and cyclepaths; - Vehicular access from Allington Lane, Fir Tree Lane and Burnetts Lane with improvements to the existing road junction at Fir Tree Lane/Burnetts Lane; and - Site preparation and demolition works All Matters Reserved Except Access. This application is subject to Environmental Impact Assessment WITH AN ENVIRONMENTAL STATEMENT ADDENDUM JULY 2024 – Not yet determined - F/20/89500 - Erection of 381 residential units with public open space, hard and soft landscape works, internal roads, footway/cycleways, associated parking spaces, substation, SuDS and associated infrastructure (This application is subject to Environmental Impact Assessment) – Permit – Dec 2022 - V/23/95347 - Deed of Variation to s106 Agreement dated 2 December 2022 to remove Schedule 5 requirement to provide affordable housing or first homes under planning permission F/20/89500- The erection of 381 dwellings at One Horton Heath – Permit – Nov 2024		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	None		
Parish Council:	No objection but queries the need for so many flags which may cause noise and nuisance to new residents.		
Hampshire Highways:	No objection to the proposals from a highway perspective. The proposed hoarding and, signage and flags all sit a minimum of 2.4m away from the carriageway edge and as such do not affect visibility splays or physical movement.		

	In terms of the signage proposed on the roundabouts, this is located in positions that will not affect forward visibility, or visibility to the right where a give way to oncoming vehicles would be required. As such, in this specific case, the proposed signage is also accepted. Additionally, with no moving images or lighting to be provided, any distraction for passing road users would be minimal.
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Site Visit:	Yes ☒	No ☐
Details: 14/03/2025		

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, S2 and S5; and Development Management policies HH1 and 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> • The advertisement is mostly within the urban edge where the principle of development is acceptable. • The advertisement is partially within the countryside to the north of the site where 1.no roundabout sign is located. • 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.
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Proposed advertisement

- The proposed advertisement is to assist the forthcoming 'Lower Acre' development while houses are built and sold on site.
- There is 60m of Hoarding proposed to the southern access of the site from the Chalcroft Way/Burnetts Lane roundabout. The hoarding is approx. 2.44m tall, a height not uncommonly seen for hoarding.
- 2.no Post & Panel Signs are proposed to the Burnetts Lane access to the east of the site. These are proposed at approx. 2.4m tall and 1.25m wide.
- 17.no Flagpole Signs are proposed to the site. 13.no flagpole signs would be to the south of the site, north of the roundabout with the other 4.no flagpoles located to the eastern access on Burnetts Lane adjacent to the associated post and panel signs. The flagpole signs would be approx. 1m wide X 2m tall, sited on a pole which is 6-8m tall. Although these are quite tall, the flags would not be overly dominant due to their slim nature.
- 6.no Chevron Signs are proposed along the eastern and western sides of the site. These signs would be located along Burnetts Lane and also the newly constructed Avenue link road that is due to open in 2025. These chevron signs would be approx. 0.8m wide and 1.2m tall.
- 2.no Triangular Roundabout signs are proposed, with 1.no sign being located to the southern roundabout access and the other to the northern roundabout access on Allington Lane. These two roundabouts connect the Avenue link road which goes through the wider One Horton Heath site.
- The proposed advertisements are mostly spread across a large site for 381.no homes, known as the 'Lower Acre'. Although there is some proliferation to the south of the site on the Burnetts Lane/Chalcroft Way roundabout, this does not detriment the character of the locality. This area is adjacent to Chalcroft Business Park and has no immediate existing neighbours. Therefore, the advertisements will suit the character of the area that will be largely characterised by the 'Lower Acre' construction.
- Hampshire Highways have responded with a no objection response as a result of the proposals being away from the carriageway edge so to not affect visibility splays and as no moving images or lighting is proposed, there would be no anticipated distraction for passing road users. As such, the advertisements would not be considered unsafe.

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 Parish's comments are considered, however as the advert consent is only for a 5-year period, it is anticipated that any potential impact to new residents is limited and is mostly to serve the construction and selling phase of the project.
- 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 ...