

DELEGATED OFFICER REPORT

Application Ref: A/25/98785

Site Address: 3 LOWER NORTHAM ROAD, HEDGE END, SOUTHAMPTON, SO30 4FN

Case Officer: Dorothy Hei-Tung-Hoh

Description: Proposed installation of new advertisement surround for ATM, including updated signage

Particular Site Constraints?	Yes ☒	No ☐
• Within the Urban Edge • Within Built-up Area Boundary • Within Hedge End Commercial Centre		

Planning History?	Yes ☒	No ☐
• Z/28217/000/00 - First floor rear extension and installation of service till - Permit - 20/05/1985 • Z/28217/001/00 - New black polished granite cladding panels to shopfront of bank where currently glazed. - Permit - 05/07/1995 • Z/28217/002/00 - Construction of access ramp with handrail - Permit - 14/01/1999 • A/28217/003/00 - Display of 1 internally illuminated fascia sign and 1 projecting sign - Consent To The Advert Display - 29/01/1999 • Z/28217/004/00 - Alterations to front elevation - Permit - 18/03/1999 • A/28217/005/00 - DISPLAY OF INTERNALLY ILLUMINATED FASCIA SIGN - Consent To The Advert Display - 18/03/1999 • A/28217/006/00 - Display of internally illuminated fascia strip, projecting sign and curved atm surround and three non-illuminated panel signs - Consent To The Advert Display - 01/10/2002 • A/12/71549 - Internally illuminated ATM surround - Consent To The Advert Display - 21/11/2012 • A/15/77052 - Display of 1no. internally illuminated fascia sign, 1no. internally illuminated projecting sign, 1no. internally illuminated ATM surround, 1no. non-illuminated poster sign, 1no. non-illuminated window vinyl and 1no. non-illuminated external name plate - Consent To The Advert Display - 23/09/2015 • F/16/79076 - Erection of 4m high secure fence to rear of building, CCTV and lighting - Permit - 04/11/2016 • F/20/87517 - Replacement of 9no. windows - Permit - 23/04/2020		

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

HCC Highways:	No objection to the proposals from a highway perspective.
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Site Visit:	Yes ☒	No ☐
Details: 7 th February 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, DM13 and DM22. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.
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Assessment: <u>Site context and surroundings</u> 3 Lower Northam Road comprises a two-storey end-of-terrace building, currently occupied by NatWest Bank. The property is located within the Hedge End Commercial Centre, where the surrounding area is predominantly characterised by commercial premises and retail units. The built form along this stretch of Lower Northam Road consists largely of terraced buildings of similar scale and design, contributing to a consistent street frontage. <u>Proposal</u> The proposal seeks advertisement consent for the installation of a new surround for the ATM, incorporating updated signage. The surround will frame the ATM and serve as a branded feature for NatWest Bank. The surround will measure approximately 1,500mm in height and 1,000mm in width, and will be constructed from aluminium and clear acrylic panels. The design will feature white text and logos set against a purple background, reflecting NatWest's standard branding. The surround has been designed to sit flush within the existing wall opening, retaining the established position of the current ATM and fronting directly onto Lower Northam Road. <u>Legislation Background</u> <u>Advertisement Consent</u> Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended) states: (1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account— (a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors. (2) Without prejudice to the generality of paragraph (1)(b)— (a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest; (b) factors relevant to public safety include—

- (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
- (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Regulation 4 states:

(3) In determining an application for consent for the display of advertisements, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is requested.

The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise.

National Planning Policy and Guidance

The latest iteration of the National Planning Policy Framework (the NPPF or Framework) was published in December 2024 and, as set out within paragraph 231, the policies contained within it are material considerations which should be taken into account in dealing with applications from the day of its publication.

Of particular relevance to this application are Paragraph 141 of the NPPF which relates to the display of advertisements and states that:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The Planning Practice Guidance provides additional guidance in support of the policies within the Framework and is also a material consideration in the determination of the application

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.

- The proposed advertisement, in the form of an ATM surround, is proportionate and sympathetic to the existing building and the surrounding street scene. It will be installed within an existing aperture on the building's principal elevation, ensuring alignment with the established appearance of the property and avoiding any sense of dominance or incongruity. The proposal is expected to have a limited impact on the street scene.
- The use of NatWest's corporate colours and branding, including a purple surround with white text and logos, reflects a standard design approach employed across NatWest branches. Given the site's location within the Hedge End Commercial Centre, an area characterised by a mix of commercial premises and associated signage, the proposed surround is considered visually appropriate and in keeping with the character and appearance of the area.

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 site is located within the Hedge End Commercial Centre, an area primarily comprising commercial and retail uses. The surrounding context is largely defined by business premises, and there are no immediate residential properties in close proximity to the site that would be directly affected by the proposed advertisement.
- Given its modest scale and position within an existing opening on the building's frontage, the ATM surround is not considered to give rise to any issues of overlooking, loss of privacy, or overbearing impact. Additionally, as the surround is a static feature, it will not generate noise or other forms of disturbance that could harm residential amenities.

Highway and Public Safety

- Hampshire County Council (HCC) Highways has reviewed the proposal and confirmed no objection on highway safety grounds. It is noted that the surround will be flat mounted to the existing wall, ensuring that it does not project into the public footway or obstruct pedestrian movements along Lower Northam Road. HCC has also noted that the signage is non-illuminated and therefore will not give rise to light pollution or glare that could affect passing motorists or other road users. Accordingly, the proposal is not considered to result in any adverse 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 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.

The NPPF aims for the need for housing to be met, and policy S2 of the Local Plan sets a target for 14,580 dwellings to be provided by 2036. 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 and is expected to reduce/limit impacts on climate emissions as a result of the development or its use.

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:

Consent to the advert display.

Recommendation:

PERMIT ☒

REFUSE ☐