

DELEGATED OFFICER REPORT

Application Ref: A/25/98920

Site Address: PIZZA PROPOGANDA, HIGH STREET, HAMBLE-LE-RICE, SOUTHAMPTON, SO31 4HA

Case Officer: Dorothy Hei-Tung-Hoh

Description: Retrospective application for shopfront signage alterations, including replacement illuminated fascia sign, new projecting hanging sign, and window signage

Particular Site Constraints?	Yes ☒	No ☐
• Within the Urban Edge • Within Built-up Area Boundary • Within Local Shopping Area • Within Designated Conservation Area – Hamble Conservation Area • Adjacent to Listed Building		

Planning History?	Yes ☒	No ☐
• C/19942/007/00 - Construction of paved area for alfresco dining area, means of enclosure, alterations to rear elevations and storage building - Permit - 12/09/1996 • C/19942/008/00 - Construction of single storey rear extension and fire escape - Permit - 08/08/2000 • C/39523/000/00 - Change of use from office to bar/restaurant, to enlarge existing restaurant and construction of new shop front - Permit - 24/03/2003 • C/19942/010/00 - Use of rear garden as external dining area with associated landscaping and provision of new steps - Withdrawn By Applicant - 19/08/2003 • C/19942/009/00 - Change of use from estate agents to restaurant and single storey rear extension - Permit - 10/10/2003 • A/07/59428 - Display of externally illuminated fascia sign - Withdrawn (ret'd undetermined) - 23/10/2007 • A/07/61720 - Retrospective display of externally illuminated fascia sign - Consent To The Advert Display - 29/01/2008 • C/11/69163 - Change of use of first floor to restaurant (A3) with ancillary bar (A4) - Refuse Planning Permission For - 25/07/2012 • F/25/98939 - Retrospective application for outdoor seating / dining in garden area and extractor fan – Under Consideration		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	Three representations were received in response to the application: one objection and two in support. The objector raised concerns about the illuminated overhead sign, noting that the premises are within a conservation area where such signs have historically been prohibited to preserve the village's character. The objector highlighted the conspicuous location of the		

	premises, directly opposite the car park and on the main thoroughfare through the village, arguing that an illuminated sign is unnecessary to attract trade and could detrimentally impact the village's heritage. Conversely, the supporting representation states that the restaurant enhances the village, and that the lighted signage is neither a distraction nor an imposition, viewing the business as a positive addition to the community. They noted that the refurbishment, including the signage, was in a high standard, remaining in keeping with the surrounding environment.
Parish Council:	As long as the illuminated sign meets the requirements of the conservation area, the Parish Council would support this application.
HCC Highways:	No objection to the proposals from a highway perspective.
Built Heritage Consultant:	No objection.

Site Visit:	Yes ☒	No ☐
Details: 13 th March 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 S8; and Development Management policies DM1, DM12, DM13, and DM22. Supplementary Planning Documents: Quality Places; Residential Parking Standards; Hamble Conservation Area Appraisal

Assessment:
<u>Site context and surroundings</u> The property is now occupied by Pizza Propaganda, forms the middle unit of three retail properties situated on the south side of Hamble Square, within the Hamble Conservation Area. This area is notable for its historical significance, with numerous listed buildings in close proximity. These include The Old House, located next but one to the east, as well as the entire eastern side of The Square. <u>Proposal</u> The application seeks retrospective consent for alterations to the shopfront signage at the application site. The works, which have already been completed, involve the redecoration and installation of new signage on the frontage. The frontage, retaining its original two-unit configuration, has been repainted from a dark blue to white, with the woodwork and fascia now finished in white. The existing traditional-style light units have been retained above the fascia. A new projecting hanging sign has been installed on the western side of the frontage at fascia level. Additionally, the signage includes illuminated fascia lettering displaying the business name, "Pizza Propaganda," and window signage.

Policy and Principle

- The application site is within the urban edge where the basic principle of development is acceptable, with any formal approval being based upon the exact nature, design, and impact of that proposed being considered acceptable and in accordance with the relevant policies within the adopted local plan and supplementary planning guidance.
- As the application site falls within the Hamble Conservation Area, Section 72(1) of the Act states:

“In the exercise, with respect to any buildings or other land in a Conservation Area of any powers (under the Planning Acts), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”

Legislation Background

Advertisement Consent

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 works involved the redecoration and installation of new signage on the frontage, which retains its original two-unit configuration. The frontage was repainted from dark blue to white, with the woodwork and fascia finished in white, and the existing traditional-style light units were retained, maintaining a classic aesthetic that complements the character of the Hamble Conservation Area.
- The new projecting hanging sign, installed on the western side at fascia level, is considered non-obtrusive by the Built Heritage Consultant and supports the ongoing viability of the business, thereby ensuring the building remains in good condition.
- The illuminated fascia lettering and window signage, while modern, are proportionate and do not dominate the frontage.
- The change in colour scheme from dark blue to white is deemed to add vibrancy to the street scene, bringing more life than the previous colour scheme. Importantly, the Built Heritage Consultant has confirmed that the alterations do not harm the setting of nearby listed buildings, such as The Old House or Copper Hill Terrace. As a result, the proposal is considered to preserve the overall character and appearance of the conservation 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 lighting, which remains unchanged from the previous installation, operates at a low level of 2 cd/sqm and is considered acceptable, posing no adverse impact on residential amenity in terms of light pollution or visual intrusion.
- Additionally, this location has always been used for business, retail, or similar purposes, and nearby residents are familiar with such activity in this area. Therefore, the replacement advertisement is not considered likely to raise new issues that would impact their amenity.

Highway and Public Safety

- The signage, including the illuminated fascia and window signage, is flat to the front of the retail unit and does not protrude over the highway, ensuring it does not distract passing road users.
- The new projecting hanging sign, positioned at fascia level, is at a height that does not obstruct pedestrian movements beneath it. Hampshire County Council (HCC) Highways reviewed the proposal and raised no objection from a highway perspective, confirming that the alterations do not compromise 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, 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:

Consent to the advert display.

Recommendation:

PERMIT ☒

REFUSE ☐