

DELEGATED OFFICER REPORT

Application Ref: A/25/98788

Site Address: UNIT 8A AND 8B, HERALD INDUSTRIAL ESTATE, HERALD ROAD, HEDGE END, SOUTHAMPTON, SO30 2JW

Case Officer: Rachael Morris

Description: Retrospective erection of 2.no externally illuminated fascia signs and 1.no non-illuminated fascia sign

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

Planning History?	Yes ☒	No ☐
- Z/18753/000/00 - Layout of Land for Industrial and Warehouse Purposes – Permit – Jan 1979 - Z/18753/001/00 - For Industrial Estate Including Nursery – Permit – Feb 1980 - Z/24530/001/00 - Industrial and Warehousing – Grant outline – Jul 1980 - Z/24530/000/00 - Industrial and Warehousing – Grant outline – Jul 1980 - Z/18753/002/00 - Mixed Warehouse and Industrial Unit – Permit – Jul 1980 - A/18753/003/00 - Non-Illuminated Painted Board Sign Affixed to Timber Frame – Consent – Jan 1981 - Z/18753/004/00 – Landscaping – Permit – Mar 1981 - Z/26657/000/00 - Change of Use to Tyre and Exhaust Sales, Fitting and Service – Permit – Mar 1983		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No Comment		
Hampshire Highways:	No objection in principle to the signage as proposed. The signs are flat to the front of the building and as such do not obstruct visibility or physical movement. However, it is noted from the application form that illumination levels are 10,000cd/sqm. Guidance levels for signage visible from the highway are set at a maximum of 300cd/sqm. As such, it would be requested that luminance is reduced accordingly, and that a condition is in place to ensure this remains the case in the future. If these changes can be made, then there would be no objection to the proposals from a highway perspective.		
Southampton Airport:	No Comment		

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 and S2; and Development Management policies DM1. Supplementary Planning Documents:

Quality Places.

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."

Assessment:

The development is considered acceptable and complies with policies DM1 from the 2016-2036 local plan, in that:

Principle

- The development is within the urban edge where the principle of development is acceptable.

Design and layout

- The proposed advertisements are to an industrial unit set within an industrial estate. Advertisements are a common feature within the locality due the industrial character.
- The 2.no illuminated fascia signs are to flush to the top of the front elevation with external lighting to create the illuminated feature. The 1.no non-illuminated fascia sign is set back slightly within the industrial unit but still seen from the street scene and is also flush to the front elevation. There are other signs to this elevation but these would be considered under permitted development.
- Although the advertisements proposed along with the permitted development signs do take up a proportion of the front elevation, it is not considered that these would be a proliferation of signs as they all serve different functions. In addition, the signs are limited to one elevation.
- Hampshire Highways have responded to the application requiring that illuminance be reduced to 300cd/sqm instead of the stated 10,000cd/sqm in the application form. Provided this is conditioned, the advertisements are not considered unsafe to highway users.

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. There are no immediate neighbours within the vicinity of the advertisements.
- 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 ...		