

DELEGATED OFFICER REPORT

Application Ref: A/25/100010

Site Address: POST OFFICE CHAMBER, ST JOHNS CENTRE, ST JOHNS ROAD,
HEDGE END, SOUTHAMPTON, SO30 4QU

Case Officer: Dorothy Hei-Tung-Hoh

Description: Retrospective application for the display of 8no. advertisements, including 3no. internally illuminated fascia signs, 4no. wall-mounted signs, and 1no. projecting sign (Amended description)

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

Planning History?	Yes ☒	No ☐
• A/29434/000/00 - Display of three illuminated fascia signs - Consent To The Advert Display - 22/05/1987 • A/29434/002/00 - Display of illuminated projecting sign - Withdrawn By Applicant - 03/11/1987 • A/29434/003/00 - Display of wall sign - Consent To The Advert Display - 21/06/1988 • Z/29434/005/00 - Siting of confectionery vending machine to north wall - Permit - 17/12/1992 • F/12/70529 - Change of use from first floor offices to 4no. one bedroom flats with addition of roof lights to west elevation - Refuse Planning Permission For - 27/04/2012		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	One comment has been received, raising concerns that the signage appears visually cluttered and may distract highway users, and that it is unclear which signs are illuminated and what the brightness levels would be. The comments also refer to potential light pollution and request that highway safety be considered.		
Parish Council:	No Objection subject to the lights being turned off at close of business or 9pm whichever is the earlier given that this is a residential area.		
HCC Highways:	No objection subject to condition.		

Site Visit:	Yes ☒	No ☐
Details: 10 th December 2025.		

Policy:
National Planning Policy Framework Planning Practice Guidance

Development Plan:

The Eastleigh Borough Local Plan 2016-2036 The most relevant policies are Strategic policies S1; and Development Management policies DM1, DM13, and DM22.

Assessment:**Site context and surroundings**

The application site forms part of a larger mixed-use building/centre, with commercial premises at ground/first floor, and the wider area characterised by a mix of town centre uses and residential properties in the vicinity.

Proposal

This is a retrospective advertisement consent application for the display of 8no. advertisements, comprising 3no. internally illuminated fascia signs, 4no. wall-mounted signs and 1no. projecting sign. The signages comprise a combination of business names, information relating to services offered, and associated imagery.

During the course of the application and following site visits, additional signages were identified which had been installed after the initial submission. The applicant was requested to include all signage within the current application, and the description was amended accordingly. A 21-day re-consultation was undertaken to notify all relevant consultees and neighbours about the revised scope of development.

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

Amenity (Design and Visual Impact)

- Concerns have been raised regarding the cumulative number of signage and the potential for visual clutter. The signages have been installed over time. Whilst the number of signages is acknowledged, their scale, siting, and overall arrangement are not considered so dominant or excessive as to result in material harm to the character or appearance of the building or the wider street scene.
- The signages are positioned on elevations that already accommodate commercial signage and are read as ancillary to the commercial use of the premises. The scale and design of the signs are generally consistent with the surrounding context.
- Subject to a condition controlling luminance and preventing any visible light source, the internally illuminated signage would not be expected to give rise to undue glare, light spill, or harm to visual amenity.

Public and Safety

- HCC Highways was consulted as part of the application and raise no objection noting that the signs are attached to the built structure and that the projecting sign is attached flat to the existing projecting first-floor window bay, with no interference with pedestrian movements below.

- It is recommended that a condition be imposed to ensure illumination is controlled in the interests of highway safety and amenity, specifically limiting luminance and requiring that no light source is visible from the highway. With the control in place, the proposal would not be expected to adversely affect highway safety.

Conclusion:

Consent to the advert display.

Recommendation:

PERMIT ☒

REFUSE ☐