



Installation of roof-mounted solar PV panels, illuminated signage, and repainting works at the Hampshire and Isle of Wight Air Ambulance (HIOWAA) headquarters
**Unit H, George Curl Way,
Southampton**

PLANNING STATEMENT
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EXECUTIVE SUMMARY

This application seeks permission for the installation of roof-mounted solar PV panels, illuminated signage, and repainting works at the Hampshire and Isle of Wight Air Ambulance (HIOWAA) headquarters, Unit H, George Curl Way.

The proposals improve the site's sustainability, visibility, and overall appearance, with no adverse impacts identified as discussed in this statement. The proposed development is in accordance with national and local planning policy as set out in this statement.

The proposals will provide the following benefits:

- Delivery of on site renewable energy, reducing carbon emissions and supporting national net-zero objectives.
- Allowing charitable donations to be deployed more on delivering critical care services than utility costs.
- Enhancing the building's appearance through high quality repainting and coordinated branding.
- Providing clear and effective identification of the headquarters with sensitively designed illuminated signage.
- There will be no adverse effects on aviation or highways, as a result of the proposed solar panels as confirmed by the Glint and Glare Assessment.

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SECTION I

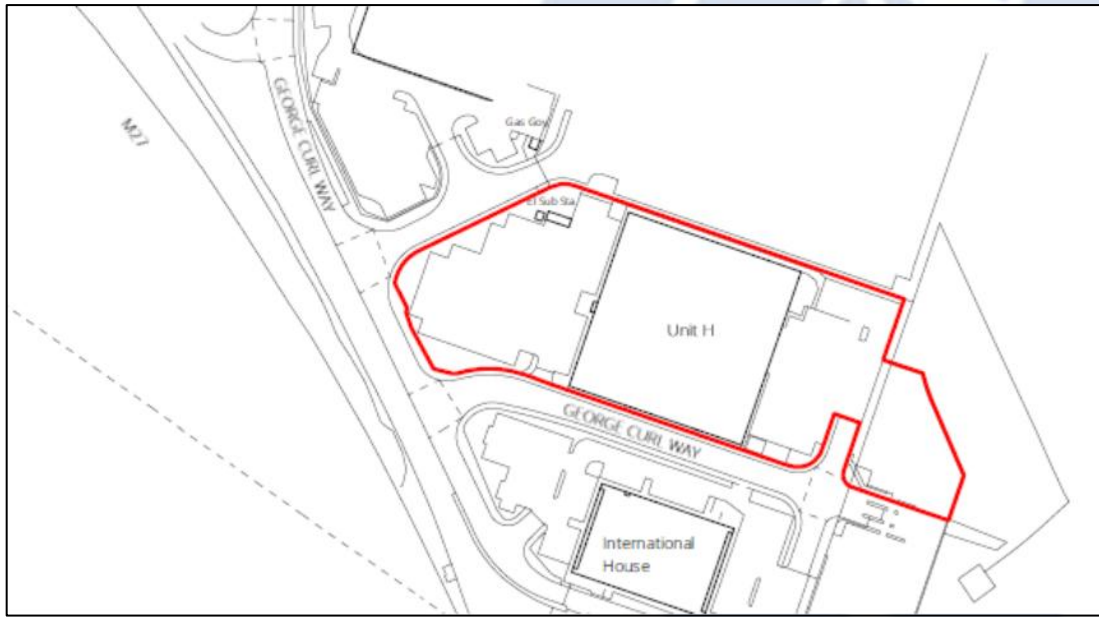
INTRODUCTION

- I.1 Southern Planning Practice Ltd has been instructed to prepare and submit a full planning and advertisement consent application to Eastleigh Borough Council on behalf of the Hampshire and Isle of Wight Air Ambulance (HIOWAA). The proposals relate to the organisation's new headquarters at Unit H, George Curl Way, Southampton.
- I.2 The application seeks permission for the installation of roof-mounted solar photovoltaic (PV) panels and the display of illuminated signage on the building. The proposal also includes repainting the building in Dark Steel Gray to align with the charities branding.
- I.3 The planning application is accompanied by the following plans and supporting documents.
- Site Location Plan Dwg No. E-AD-486.01
 - Glint and Glare Assessment prepared by Arthian
 - Proposed PV Plan Dwg No. 5560-JB-BP_001B
 - Proposed PV Projection Dwg No. 5560-JB-BP_002
 - Proposed PV Specification
 - 3D Illuminated Sign
- I.4 This Planning Statement provides the context and justification for the proposed development. Section 2 describes the site and its surroundings, while Section 3 outlines the relevant planning history. Section 4 details the proposals, and Section 5 identifies National and local planning policies against which the application will be assessed. Section 6 sets out the main planning considerations and the rationale for the development. Conclusions are provided in Section 7.

SECTION 2

THE SITE AND ITS SURROUNDS

- 2.1 The site (centred at National Grid Reference 444840, 116536) is known as Unit H, George Curl Way, Southampton, SO18 2RX. It lies to the northeast of Southampton city centre and approximately 75 m northeast of the M27. Southampton Airport is located approximately 250 m to the east. The surrounding area to the north, south and west comprises a mixture of commercial premises and green spaces.
- 2.2 The site sits within the Southampton International Business Park, positioned to the northeast of George Curl Way. The business park is accessed via Wide Lane and is about half a mile from Junction 5 of the M27. This junction provides direct connections to Southampton and Portsmouth and links to the M3, offering wider access across Hampshire.
- 2.3 Commercial buildings forming part of the business park are located to both the north and south of the site. Southampton Airport lies to the east, while the M27 is situated to the west beyond George Curl Way. The site contains an existing two-storey commercial building with a light grey cladded façade. Surface parking is situated at the front, and a helipad is to the rear of the property. The building has three loading doors along with pedestrian access points and is currently in mixed use as per the extant planning permission F/24/97188.
- 2.4 There are no known landscape or environmental designations affecting the site.
- 2.5 The Environment Agency flood risk map confirms the site falls within Flood Zone 1, indicating a very low risk of flooding.
- 2.6 The extract from the site location plan below identifies the location and full extent of the headquarters site.



SECTION 3

PLANNING HISTORY

- 3.1 An online search on Eastleigh Borough Council website confirmed the following planning history for the site.

APPLICATION REF	APPLICATION DESCRIPTION	DECISION AND YEAR OF DECISION
DC/26/100987	Discharge of Conditions. Condition 4 (Cycle Parking), Condition 7 (Lighting), Condition 8 (CAP 791) and Condition 9 (Fuel Spillage Measures) of planning permission X/25/99432.	In progress
X/25/99432	Variation of Condition 1 (approved plans) of application F/24/97188 approved on 30th July 2024. The proposed changes are to the fenestration to the rear elevation.	Approved – July 2025
F/24/97188	Creation of headquarters for Hampshire Isle of Wight Air Ambulance (HIOWAA) and other healthcare services to include offices; the creation of a helipad; change of use and minor alterations to existing building to form a mixed use comprising B2, B8, E(e) and E(g); and other associated works.	Approved – July 2024
F/05/54259	Installation of emergency generator and erection of fencing.	Approved – September 2005

SECTION 4

THE PROPOSALS

4.1 This Planning Statement has been prepared in support of a combined application for full planning permission and advertisement consent at Unit H, George Curl Way. The proposal comprises two elements:

- The installation of roof-mounted solar photovoltaic (PV) panels, and
- The installation of new illuminate signage associated with the building's operational use and non-illuminated signage on the hangar doors.

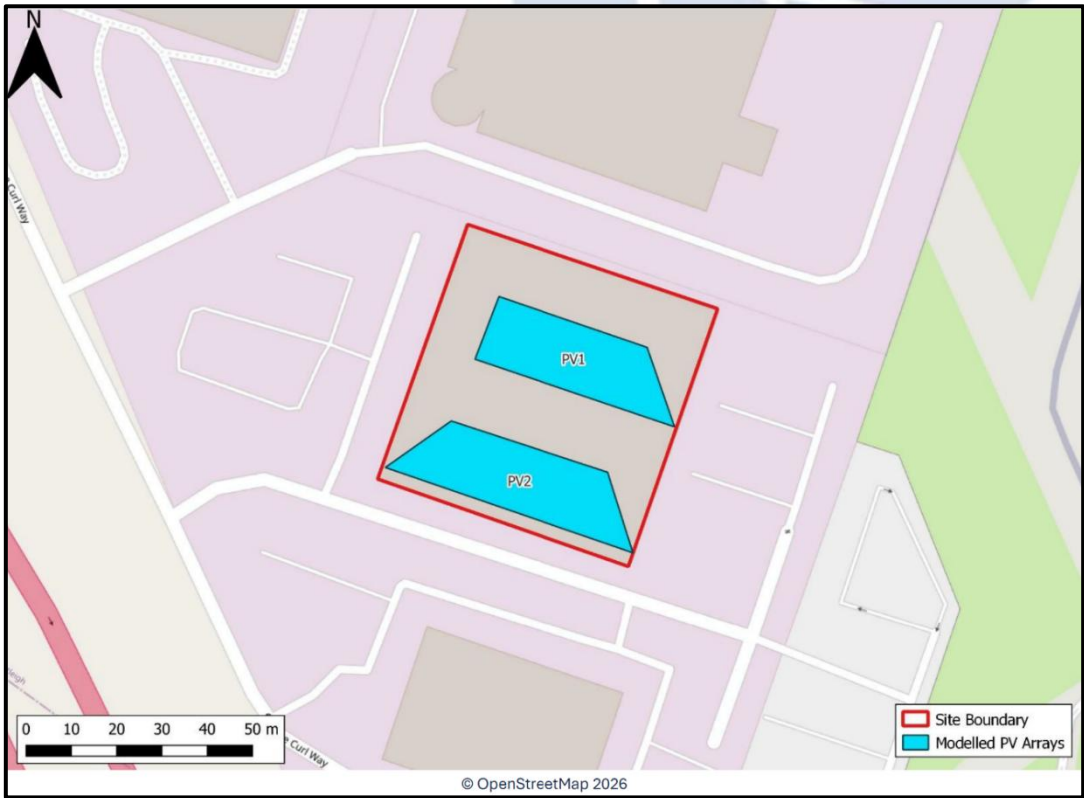
4.2 The application also proposes to repaint the building in Dark Steel Gray (PMS 446 C; Hex #43464b; RGB 67, 70, 75; CMYK 11, 7, 0, 71). The image below illustrates the street view with the building in its proposed colour and signage. It is noted that the proposed colour is close to the existing finish on the rear section of the building.



4.3 A combined approach is considered appropriate given the functional interrelationship between the two aspects of development and to allow for an efficient determination of the application.

Proposed Solar Panels

- 4.4 The proposal development subject of this application includes the installation of roof-mounted solar PV arrays positioned in two groups (PV1 and PV2), as shown in the diagram below and detailed in the Glint and Glare Assessment by Arthian.



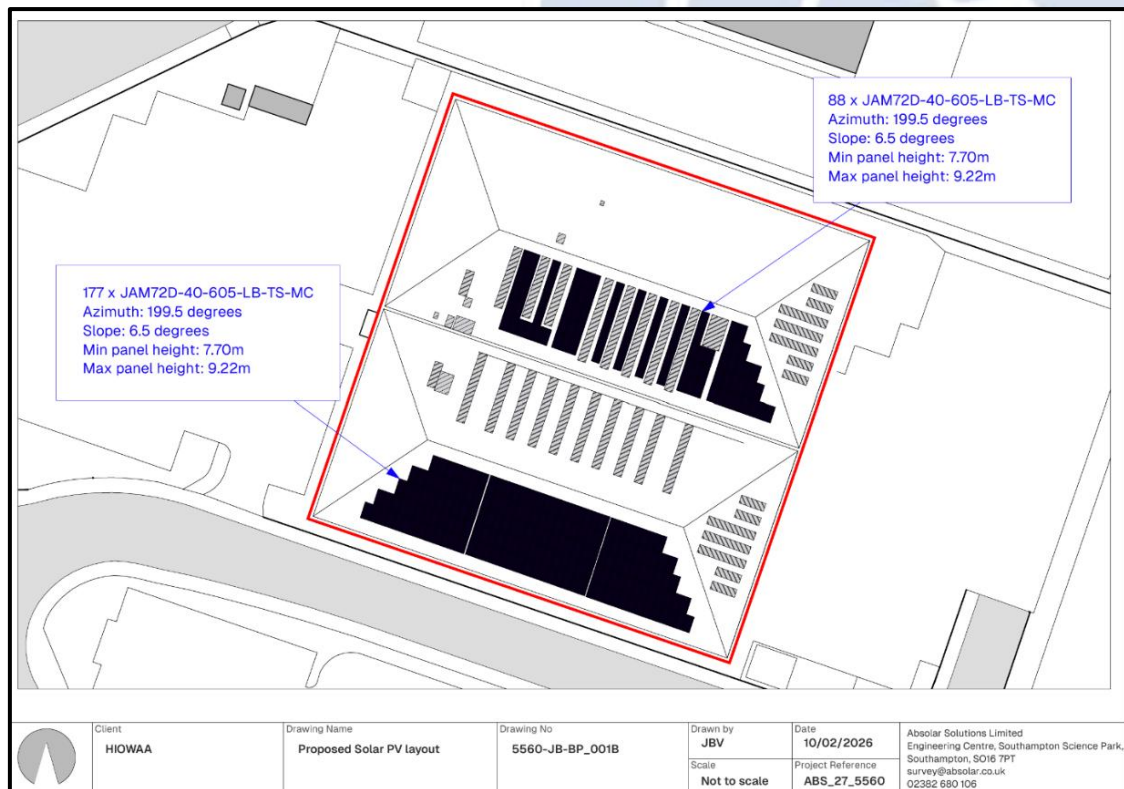
- 4.5 The modelled characteristics of the panels are as follows in the table below:

Table I: Modelled PV Array Details

PV Array	Orientation (Azimuth)	Panel Tilt	Modelled Height Above Ground
PV1 – PV2	199.5°	6.5°	8.46m

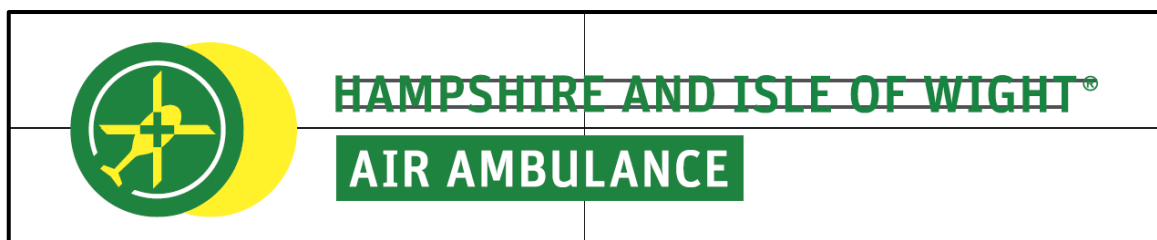
- 4.6 They comprise high-performance JAM72D40 LB N-type double-glass bifacial modules, offering premium efficiency and durability. Manufactured by JA Solar, the panels have a maximum projection of just 64 mm from the building, including all mounting components.

4.7 For illustrative purposes, the proposed panel layout is shown in the figure below.



Signage

- 4.8 The application also seeks advertisement consent for an illuminated HIOWAA headquarters sign, measuring 10480mm x 1770 mm on the front (eastern) elevation in a similar position to the previous 'htec' signage used by the former occupier of the building.
- 4.9 The proposed illumination level is 4800 cd/m², with the ability to dim the brightness to ensure appropriate luminance in accordance with industry guidance and local policy requirements.
- 4.10 The following indicative image shows how the HIOWAA headquarters signage is envisaged to look.



- 4.11 In addition to the illuminated signage, this application also seeks planning permission for a non-illuminated sign measuring 12,000 mm x 4,250 mm on the hangar to fit on the 15.5m width door. The following image details how the signage is intended to look.



SECTION 5

RELEVANT PLANNING POLICY

- 5.1 In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, and Section 70 (2) of the Town and Country Planning Act 1990, the planning policy framework relevant to the determination of the application comprises the adopted Development Plan and relevant material considerations. Where the Development Plan contains relevant policies, applications for development which are in accordance with the plans should be allowed, unless material considerations state otherwise.
- 5.2 The site is located in the administrative boundary of Eastleigh Borough Council. As such, the Development Plan comprises:
- Adopted Eastleigh Borough Local Plan 2016-2036; and
 - Hampshire Minerals and Waste Plan (2013).
- 5.3 The “other material considerations” relevant as per Section 38(6) of the Planning and Compulsory Purchase Act and Section 70 (2) of the Town and Country Planning Act 1990, include the National Planning Policy Framework, the Planning Practice Guidance, Supplementary Planning Documents, and other local guidance.

National Planning Policy

- 5.4 The National Planning Policy Framework (NPPF), first published on 27 March 2012, sets out the Government’s planning policies for England and is a key material consideration in the determination of planning applications. The framework has undergone several updates, with the most recent revisions published in December 2024 and further amended in February 2025.
- 5.5 The NPPF outlines that the planning system’s primary purpose is to support sustainable development, guided by three overarching objectives: economic, social, and environmental.
- 5.6 Chapter 2 of the Framework focuses on achieving sustainable development. Paragraph 11 of the NPPF states that at the heart of the National Planning Policy Framework is a presumption

in favour of sustainable development. For decision-taking this means approving development proposals that accord with an up-to-date development plan without delay.

- 5.7 Chapter 12 emphasises that planning should secure high-quality, sustainable and well-designed places by setting clear design expectations informed by local character and community engagement. Design guides and codes should provide a consistent framework, and developments must function well, be visually attractive, respect local context, optimise land use, and create safe, inclusive environments that support wellbeing.
- 5.8 Chapter 14 requires the planning system to support the transition to net zero by 2050 by addressing climate risks, reducing emissions, improving resilience, reusing existing resources, and enabling renewable and low-carbon energy infrastructure.
- 5.9 Paragraph 164 proceeds to state that the need to mitigate and adapt to climate change should be considered in preparing and assessing planning applicants, taking into account the full range of potential climate change impacts.
- 5.10 Chapter 15 focuses on the contribution and enhancements of planning policies and decisions to the local environment.

The Development Plan

- 5.1 The most relevant policies for the proposed development subject of this application are within the Adopted Eastleigh Borough Council Local Plan and are as follows:
 - Strategic policy S1 - Delivering sustainable development
 - Policy DM1 – General Criteria for New Development
 - Policy DM2 – Environmentally sustainable development
 - Policy DM3 – Adaptation to Climate Change
 - Policy DM4 – Zero or low carbon energy
 - Policy DM8 – Pollution
- 5.2 Due consideration has been given to all the above relevant policies throughout the preparation of the proposals.

Other Material Considerations

National Planning Policy Guidance

- 5.3 Addressing climate change is a fundamental land use planning principle embedded within the National Planning Policy Framework, guiding both plan making and decision taking processes (Paragraph: 001 Reference ID: 6-001-20140306).
- 5.4 The Climate Change Act 2008 establishes a legally binding requirement for the UK to reduce greenhouse gas emissions by at least 80% by 2050 compared with 1990 levels (Paragraph: 002 Reference ID: 6-002-20140306).
- 5.5 An increase in renewable and low carbon energy generation is essential to ensuring a secure national energy supply, reducing greenhouse gas emissions, mitigating climate change, and supporting economic growth through new investment and employment. The planning system plays a key role in facilitating such infrastructure where environmental impacts are acceptable (Paragraph: 001 Reference ID: 5-001-20140306).

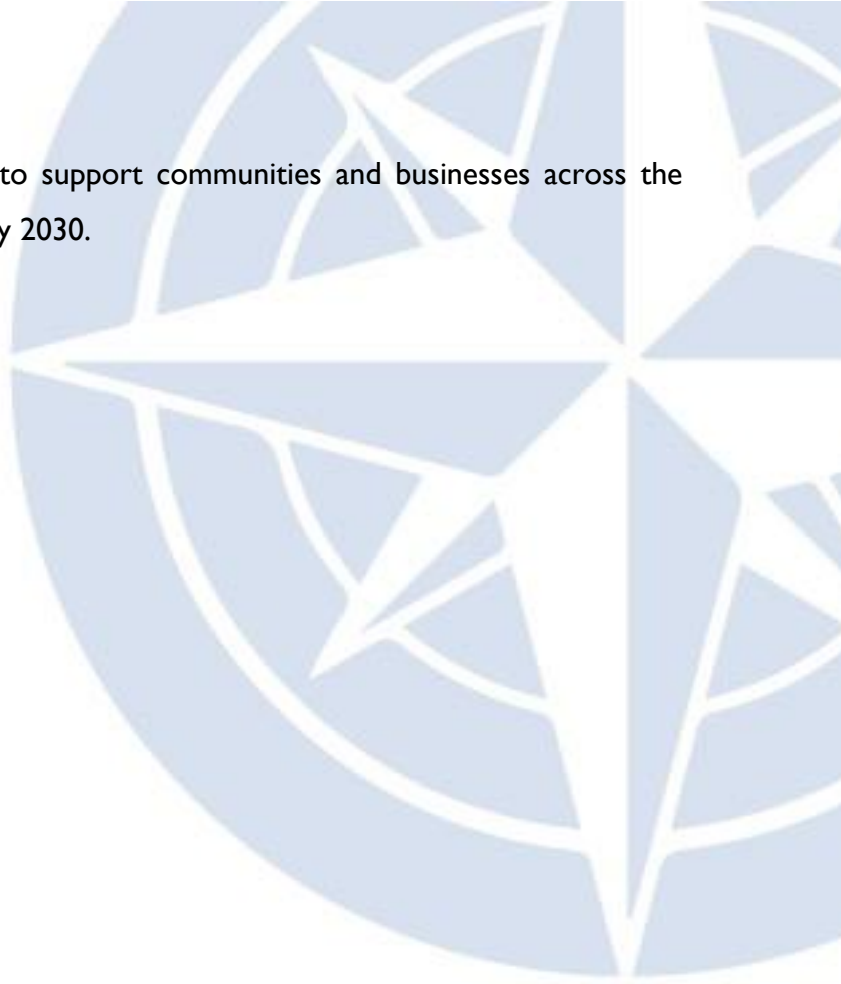
Clean Power 2030 Action Plan: A new era of clean electricity (2024)

- 5.6 Decarbonising the UK economy is a critical issue to help combat climate change, made more urgent through recent global energy market volatility. The Clean Power 2030 Action Plan seeks to achieve a rapid deployment of renewable clean energy generation, driven in part by solar technology.
- 5.7 Quickly following this report was the Solar Roadmap (2025), which notes solar technology as one of the cheapest and fastest means to ensure energy security and cost stabilisation. An ambition to deliver an additional 29GW of solar electricity by 2030 excludes rooftop deployment however, this is a minimum target. The UK Government wish to push beyond this, noting a further 9-10GW capacity may be deployed on rooftops. This will in part be brought forward through installing solar on public buildings such as schools and hospitals to drive down energy costs.

Eastleigh Borough – Our Climate Change Strategy

- 5.8 In July 2019, the Council reaffirmed its commitment on climate change by unanimously declaring a Climate Change and Environmental Emergency. The council have now set a target

of being carbon neutral by 2025 and to support communities and businesses across the Borough to achieve carbon neutrality by 2030.



SECTION 6

RATIONALE FOR THE DEVELOPMENT

Planning Considerations

- 6.1 The key planning considerations relevant to this application relate to the principle of the development, its impact on neighbouring amenity, the design and built form of the proposals, sustainability and climate change adaptation, and matters relating to highways.
- 6.2 These considerations are assessed against the policies of the adopted Eastleigh Borough Local Plan (2016–2036) and the relevant sections of the National Planning Policy Framework (NPPF), including the overarching focus on sustainable development, good design, and the transition to a low carbon future.
- 6.3 In assessing the proposals, the rationale considers whether the development would result in any material physical, visual or environmental impacts on the site or its wider surroundings. This includes an evaluation of the compatibility of the proposals within the existing commercial context, the extent to which the development maintains or enhances amenity and whether it accords with relevant design and environmental policies.
- 6.4 The assessment also examines whether the integration of solar panels, external repainting, and illuminated signage contributes positively to sustainable development while safeguarding local receptors, including the nearby Southampton Airport.

Principle of Development

- 6.5 The aim of development for this application is to deliver necessary enhancements to the building, including improved visibility through appropriate signage, a coherent and updated external appearance, and sustainability measures that support climate change adaptation and contribute toward long term net zero objectives.
- 6.6 HIOWAA is a Registered Charity reliant on donations and grants to continue functioning as a critical care team to seriously ill and injured patients in Hampshire and the Isle of Wight. The cost of energy to maintain the charity's function is an increasing burden which has the

potential to divert supporting funds away from their main purpose. The provision of solar technology to the roof both mitigates against the charity's carbon footprint and provides energy self-sufficiency, allowing more funding to go where it's needed most.

- 6.7 Policy DM3 requires development to be designed to withstand future climate change by incorporating sustainable drainage, efficient water management, green infrastructure and appropriate building design to support long term climate resilience.
- 6.8 Policy DM4 supports proposals for zero or low carbon energy infrastructure, provided they meet the general development criteria and do not result in significant harm to landscape character, biodiversity, heritage assets, public recreational land or best and most versatile agricultural land.
- 6.9 The proposed installation of roof-mounted solar panels accords directly with Policies DM3 and DM4. The panels provide a long term, low carbon energy source that contributes to climate change mitigation and supports the ongoing operation of the charity. This represents a sustainable adaptation of the existing premises and therefore aligns with the Local Plan's objectives for environmentally sustainable development.
- 6.10 The principle of development is also supported by the NPPF, which places strong emphasis on sustainable development, good design, and the transition to a low carbon future. The proposed solar panels contribute to national net zero objectives, while the illuminated signage and repainting works improve visibility and operational functionality of the site without giving rise to adverse impacts.
- 6.11 Notwithstanding the above, the proposals follow through on Central Government ambitions to drive the deployment of rooftop solar generation to secure energy security at a local level whilst lowering the charity's carbon footprint.
- 6.12 Collectively, these proposals represent proportionate, positive enhancements that align with both local and national policy expectations.

Impact on Neighbouring Amenity and Noise

- 6.13 Policy DM8 seeks to ensure that development does not result in harm to amenity, public health, or the environment through air, water, noise, light pollution, or land contamination.

It also prevents development that would be adversely affected by such pollution or that would constrain existing lawful activities.

- 6.14 The site is located within an established business park characterised by commercial and industrial uses. There are no residential properties in the immediate surroundings. The nearest residential areas lie to the south, beyond the M27, and to the north, beyond Southampton Airport and Lakeside Country Park. Thus, in terms of residential amenity, the site's commercial setting and distance from nearby housing mean the proposals are not expected to generate any adverse impacts.

Solar Panels

- 6.15 Given the proximity of Southampton Airport, located to the east of the site, the applicant commissioned Arthian to undertake a comprehensive Glint and Glare Assessment. The assessment focused on ensuring that their installation would not give rise to any reflective or safety impacts on nearby receptors, particularly Southampton Airport.

- 6.16 The assessment concluded the following:

Key findings include:

- No predicted glare towards Southampton Airport's control tower or either runway approach path.
- Views from the M27 are screened by existing vegetation, buildings and land levels, meaning road users are not exposed to reflection/glare.
- There are no safety impacts for aviation or road users.
- No mitigation is required.

- 6.17 These conclusions demonstrate that the proposal fully complies with aviation safeguarding requirements and presents no risk to nearby receptors. Thus, confirming the proposal fully accords with Policy DM8.

Illuminated Signage

- 6.18 The NPPF, paragraph 135(f), emphasises that developments are to create places that are safe, inclusive and accessible and that promote health and well-being **with a high standard of amenity for existing and future users.**

- 6.19 The proposed illuminated signage has been designed to be proportionate to the scale of the building and appropriately positioned to ensure clear identification of the premises. The illumination level is fully adjustable, allowing brightness to be reduced where necessary to safeguard amenity and ensure compliance with relevant safety and policy considerations.
- 6.20 The sensitive design and adjustable illumination ensure the proposal accords with local amenity related policies, including Policy DMI (General Criteria for New Development) and Policy DM8 (Pollution), both of which seek to prevent adverse impacts on amenity, public health and the surrounding environment. The proposal also accords with relevant national planning policies concerning amenity and wellbeing.
- 6.21 Accordingly, the proposed solar panels, illuminated signage and external repainting works will not give rise to adverse effects on neighbouring amenity, highway users, or, critically, Southampton Airport operations. The proposals therefore fully accord with the requirements of Policy DMI and DM8 of the Eastleigh Borough Local Plan, and the relevant national policies.

Design Impacts

- 6.22 Policy DMI requires all new development to protect and, where possible, enhance residential amenity, local character, biodiversity, and heritage assets, while ensuring proposals are well designed, efficient in their use of land, and compatible with surrounding uses in terms of scale, layout, materials and appearance. It further requires development to safeguard important landscape features, provide high quality landscaping and green infrastructure, ensure accessibility and safety, include appropriate waste management, and incorporate public art for large scale schemes.
- 6.23 Chapter 12 of the NPPF (Achieving Well-Designed Places) states that development should contribute positively to the overall quality of an area, be visually attractive, and demonstrate a design approach that is sympathetic to the surrounding built environment.

Repainting of The Headquarters

- 6.24 The proposed repainting of the building in Dark Steel Gray will enhance the visual character of the site and ensure a more coherent relationship with its surrounding commercial and industrial context. The selected colour palette aligns with the established industrial aesthetic of the business park, improves the overall appearance of the building, and integrates more

seamlessly with neighbouring premises. As such, the repainting contributes positively to local character and results in a well-considered improvement to the built form.

Illuminated Signage

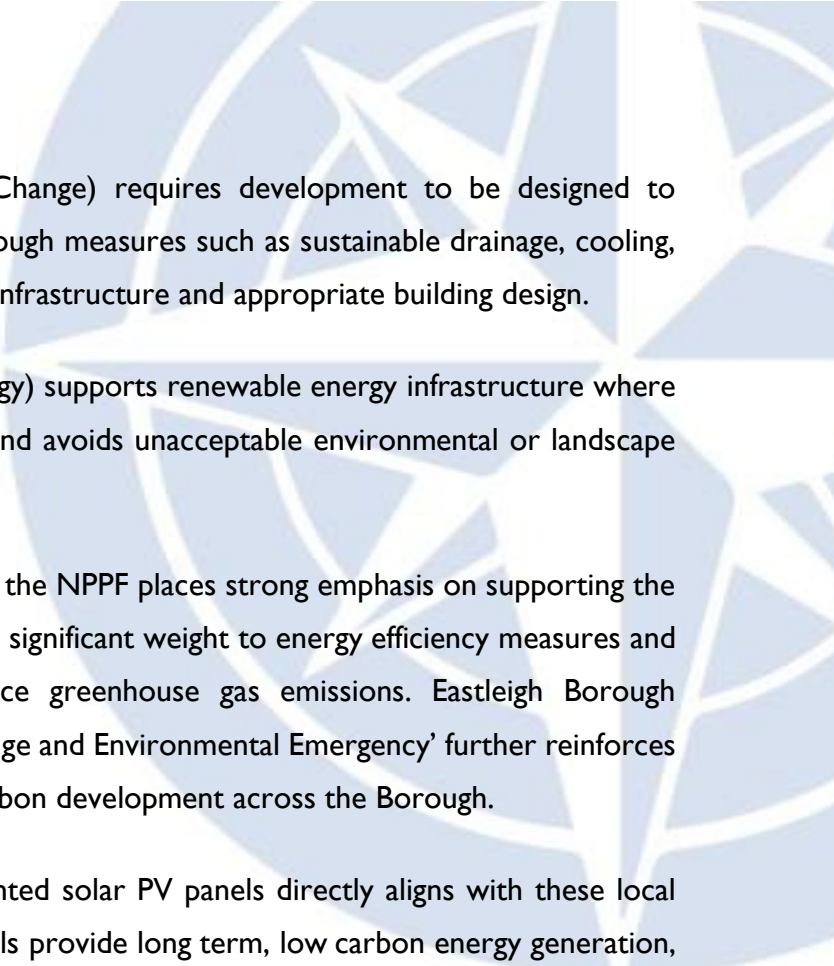
- 6.25 The proposed illuminated signage serves an important functional purpose by clearly identifying the headquarters to the public, consistent with similar signage used elsewhere within the business park. In accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Section 5(b), advertisement consent operates “for the benefit of any person interested in the site”, ensuring that signage contributes positively to the legibility and functional use of the building. The proposed sign achieves this in a manner that is visually coherent, appropriately scaled, and sympathetic to the building’s design, thereby reinforcing the overall quality and appearance of the site.
- 6.26 In this way, the proposals accord with the principles of good design set out in Section 12 of the NPPF, which requires development to be visually attractive, well considered, and reflective of local character.

Solar Panels

- 6.27 The proposed solar panels have also been sensitively designed to minimise visual impact. The panels sit at a shallow tilt and project just 64 mm above the roof surface, including all mounting components, ensuring a low profile appearance that integrates unobtrusively with the buildings form. Their positioning and design minimise bulk and visual intrusion, supporting a high quality, contextually appropriate development that aligns with Policy DMI’s requirement for well-designed proposals.
- 6.28 Accordingly, the proposed changes fully accord with the requirements of Policy DMI and Chapter 12 of the NPPF as it delivers an enhancement to the site’s appearance, reinforces compatibility with adjoining buildings, and contributes to a well designed and contextually appropriate development.

Sustainability

- 6.29 Policy DM2 (Environmentally Sustainable Development) requires larger developments to demonstrate high sustainability standards, including significant reductions in carbon emissions and the incorporation of low or zero carbon energy generation.

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- 6.30 Policy DM3 (Adaptation to Climate Change) requires development to be designed to withstand future climate conditions through measures such as sustainable drainage, cooling, and efficient water management, green infrastructure and appropriate building design.
- 6.31 Policy DM4 (Zero or Low Carbon Energy) supports renewable energy infrastructure where it meets general development criteria and avoids unacceptable environmental or landscape impacts.
- 6.32 In addition to local policy, Section 14 of the NPPF places strong emphasis on supporting the transition to net zero by 2050 and gives significant weight to energy efficiency measures and renewable energy projects that reduce greenhouse gas emissions. Eastleigh Borough Council's declaration of a 'Climate Change and Environmental Emergency' further reinforces the need to proactively support low carbon development across the Borough.
- 6.33 The proposed installation of roof-mounted solar PV panels directly aligns with these local and national policy objectives. The panels provide long term, low carbon energy generation, reduce operational emissions, and support the resilience and sustainability of the existing building. As a permanent, forward looking measure, the solar PV arrays effectively 'future proof' the premises in accordance with Policies DM2, DM3 and DM4.
- 6.34 In summary, the proposals clearly constitute a sustainable form of development and are fully in accordance with Policies DM2, DM3 and DM4 of the Eastleigh Borough Local Plan, as well as the requirements of Section 14 of the NPPF.

Impact on Local Highway Network and Parking

- 6.35 This application will have no impacts to the local highway network. The illuminated signage is in the same position as that previously on the building and will not be of a luminance that would distract road users approaching the site. Rooftop solar would not be visible to vehicles and as noted in the Glint and Glare Assessment, modelling for such installations rightly focus on major highway and trunk roads as opposed to local networks.

SECTION 7

CONCLUSION

- 7.1 This Planning Statement has demonstrated that the proposed installation of roof-mounted solar PV panels, illuminated signage and non-illuminated signage, and external repainting works at the Hampshire and Isle of Wight Air Ambulance (HIOWAA) headquarters represent a proportionate, well designed and policy compliant enhancement to an existing commercial building.
- 7.2 The development delivers clear and measurable benefits, including on site renewable energy generation, improved energy efficiency, enhanced building appearance, and clearer identification of the headquarters through sensitively designed signage. These measures collectively support the operational needs of HIOWAA while contributing to wider environmental and sustainability objectives.
- 7.3 The proposals align with the strategic aims of national planning policy, including the NPPF's presumption in favour of sustainable development, the requirement to support the transition to a low carbon future, and the objective of achieving well designed, safe and accessible places. The development also directly supports Eastleigh Borough Council's Climate Change and Environmental Emergency declaration and its ambitions for Borough wide carbon neutrality.
- 7.4 The assessment also confirms that the proposals are fully compliant with the relevant policies of the Eastleigh Borough Local Plan 2016–2036.
- 7.5 No adverse impacts have been identified. The Glint and Glare Assessment confirms that the solar PV installation poses no risk to aviation safety or highway users. The signage illumination is fully adjustable to safeguard amenity, and the repainting works enhance the visual character of the site while remaining compatible with its commercial setting. There are no impacts on residential amenity, heritage assets, highways, or the wider environment.
- 7.6 Collectively, the proposals constitute a sustainable and positive form of development that responds directly to local and national policy aims. The enhancements improve the operational efficiency and visibility of an important emergency service provider while delivering long term environmental benefits and cost reductions for the charity.

7.7 For these reasons, it is respectfully requested that Eastleigh Borough Council grants planning permission and advertisement consent for the proposed development.

