

DELEGATED OFFICER ADVERT REPORT

Application Ref: A/26/100746

Site Address: HENDY RENAULT DACIA NISSAN DEALERS, VILLENEUVE ST GEORGES WAY, EASTLEIGH, SO50 9SJ

Case Officer: Charlie Vallis

Description: Installation of 1no. illuminated 'Renew' mast sign and 1no. non-illuminated 'Renew' customer promise panel.

Particular Site Constraints?	Yes ☒	No ☐
• Within the urban edge • EBC owned land • Adjacent to a Grade II listed building		

Planning History?	Yes ☒	No ☐
• A/23/95321 – Installation of 2.no Renault fascia signs; 1.no Renault totem; 1.no. Dacia fascia sign; 2.no Alpine fascia signs; 1.no. Alpine test drive totem; 1.no headline poster unit; and 1.no test drive mast (amended description). – Consent – 18/07/2023 • A/23/95188 – Installation of 2 x non illuminated fascia, 1 x illuminated tablet sign, 2 x Nissan illuminated text signs, 1 x Hendy illuminated text sign, and 1 x 6m pylon sign – Consent – 29/06/2023 • F/21/91786 – Construction of car dealership (Class Sui Generis) incorporating a workshop, ancillary offices, associated parking, access, servicing, landscaping, access and other associated works – Permitted – 31/03/2022		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☒
Representations:	None were received		
Eastleigh Town Council:	No objections		
Hampshire Highways:	There would be no objection to the proposals from a highway perspective. The signs are located in positions that will not affect movement of required visibility splays, and the illuminated sign has luminance levels of 300cd/sqm which is acceptable in this location.		
EBC Asset Management:	No response required		

Site Visit:	Yes ☒	No ☐
Details: 15/12/2025		

Legislation:
Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:- <i>"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."</i> Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 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.

Policy:

National Planning Policy Framework Planning Practice Guidance

Development Plan:

The relevant policies of the Eastleigh Borough Local Plan 2016-2036 are: S1, DM1, DM12 and E1.

Assessment:

Site and proposal

The application relates to a car dealership on the corner of Leigh Road and Villeneuve St Georges Way, in an area of mixed commercial and office use. The premises currently has 2no. large freestanding totem signs to the northern boundary, oriented perpendicular to Leigh Road.

The proposed new signage would include an additional 1no. freestanding sign (measuring approx. 4m in height, 0.5m in width and 0.3m deep with illuminated lettering) and 1no. non-illuminated freestanding sign (measuring 2.1m in height, 0.8m in width and 0.1m deep). These would sit facing Leigh Road, set back by approx. 6m from the 2no. existing signs on the northern boundary.

Impact on amenity and nearby heritage asset:

The proposed signs are set back from Leigh Road, with fairly modest dimensions. The 'customer promise panel' is not likely to be overly noticeable, non-illuminated and modest in height, and therefore likely largely obscured by cars parked at the perimeter of the site. Meanwhile, the muted and dark background of the taller sign, and its modest height and width, is such that it would appear recessive and not overly prominent from the street scene. As such, although cumulatively the signs may add to visual clutter of the northern boundary, they are not likely to result in significant harm to the visual amenity of the premises and the surrounding street scene, given its context as a car dealership in an area characterised by commercial uses with similar signage.

The signage is therefore considered appropriate in form, scale and type to the premises to which it relates and would sit comfortably in the context of adjacent signage and the character of the locality.

The levels of luminance are considered acceptable, given the presence of other illuminated signs in the area; whilst there is significant separation from the nearest residential properties.

There is a Grade II listed building on the adjacent site to the west (Home Farmhouse). However, the signage would not be positioned in close proximity to this building and would not adversely impact upon its setting.

Impact on public safety:

No objection has been raised by the Local Highway Authority on highway safety grounds and the proposed signage is not considered to pose a public safety risk.

In the interest of highway safety, a condition has been recommended limiting its luminance to that which has been proposed (300 cd/sqm), with no light source visible from the public highway.

Equalities Act:

Section 149 of the Equalities Act 2010 created the public sector equality duty.

Section 149 (1) 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.

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 emerging 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 emerging plan policy. The need to support the economy is part of the Strategic Environmental Assessment for the Emerging Local Plan, as is an assessment of climate impacts.

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 limit impacts on climate emissions as a result of the development or its use.

Conclusion:

Recommendation:	APPROVE ☒	REFUSE ☐
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Comments ...
