

DELEGATED OFFICER REPORT

Application Ref: A/26/101067

Site Address: UNIT D1 AND D2, OMEGA ENTERPRISE PARK, ELECTRON WAY,
CHANDLER'S FORD, EASTLEIGH, SO53 4SE

Case Officer: Charlie Vallis

Description: Retention of 1no. non-illuminated 'Flexface' surface mounted sign to
gable end of south-west elevation.

Particular Site Constraints?	Yes ☒	No ☐
Within the urban edge Within existing employment site Within Flood Zone 2 Within HCC Minerals and Waste (HMWP) safeguarded site		

Planning History?	Yes ☒	No ☐
LDC/26/101002 – Lawful Development Certificate for Proposed Addition of Solar Panels to Main Roof – Not yet determined		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None were received		
Parish Council:	No comments received		

Site Visit:	Yes ☒	No ☐
Details: 10/04/2026		

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:- <i>(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—</i> <i>(a) the provisions of the development plan, so far as they are material; and</i> <i>(b) any other relevant factors.</i> <i>(2) Without prejudice to the generality of paragraph (1)(b)—</i> <i>(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;</i> <i>(b) factors relevant to public safety include—</i> <i>(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);</i> <i>(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;</i> <i>(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.</i> <i>(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.</i>

(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 Eastleigh Borough Local Plan 2016-2036 The most relevant policies are Strategic policies S1, S2; Development Management policy DM1

Assessment:

Site and proposal:

The site is located to the north of Omega Enterprise Park, adjacent to Chandler's Ford Railway Station, separated by mature trees. The site contains a large warehouse, with the proposed signage relating to its new occupiers.

The subject of the application is a non-illuminated sign measuring approx. 6m in width and 1.5m in height, installed at the gable end of its south-east elevation. Given that signage has been installed prior to determination of this application, the description of the application has been altered to reflect its retrospective status.

Impact on amenity and public safety:

Non-illuminated and with a dark background, the signage appears fairly muted and sympathetic to the visual appearance of the premises. The signage would be visible only from the industrial park and is considered acceptable for the mixed character of the locality.

The signage sits flush to the front wall of the premises, is non-illuminated and positioned at the end of a cul-de-sac, and as such would not pose an elevated risk to highway or public safety.

Other matters:

Given the nature of the works, its position in a flood zone and HMWP safeguarded site would not be relevant to the assessment of this application.

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** ☐

Comments ...