

DELEGATED OFFICER REPORT

Application Ref: A/26/101164

Site Address: UNIT H, GEORGE CURL WAY, EASTLEIGH, SO18 2RX

Case Officer: David Huckfield

Description: Display of 1no. internally illuminated fascia sign on front (western) elevation and 1no. non-illuminated sign on hangar door to rear (eastern) elevation

Particular Site Constraints?	Yes ☒	No ☐
Within the Urban Edge Designated Employment Site Within Southampton Airport Special Policy Area Within Airport Safeguarding Zone (All Development)		

Relevant Planning History?	Yes ☒	No ☐
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 – PERMIT (30/07/2024) X/25/99432 - Variation of Condition 1 (approved plans) of application 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 on 30th July 2024. The proposed changes are to the fenestration to the rear elevation – PERMIT (08/07/2025) F/26/101105 - Installation of roof-mounted solar PV panels and repainting of exterior elevations at the Hampshire and Isle of Wight Air Ambulance (HIOWAA) headquarters – CONCURRENT APPLICATION		

Site Visit?	Yes ☒	No ☐
A site visit was undertaken by the Case Officer to consider the proposals in context.		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations	None received.		
Eastleigh Town Council	No comments received.		
HCC Highways	No objection to the proposals from a highway perspective subject to a condition in relation to luminance levels of the sign. The signs are located flat to the built structure, and as such do not affect either movement or visibility splays. In addition, it is noted that the luminated signage will be led lit, at maximum levels of 4,800 cd/m2. This is acceptable given the site location; however, it would be suggested that this level is reduced during evening hours to a maximum of 1,000 cd/m2.		
Southampton Airport	No safeguarding objections.		

Relevant Policy and Legislation:

Legislative 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.

The Development Plan comprises the Policies of the adopted Eastleigh Borough Local Plan 2016-2036. The relevant policies to this application are: S1 (Delivering Sustainable Development), DM1 (General Criteria for New Development), DM13 (General Development Criteria – Transport), E9 (Southampton Airport).

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 is 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.

Assessment:

The Advertisement Regulations require that local planning authorities exercise their powers in respect of the control of advertisement only in the interests of amenity and public safety. Whilst amenity is not exhaustively defined in the Regulations, the Planning Practice Guidance (Paragraph 079 Reference ID: 18b-079-20140306) provides additional context in this respect and sets out that it is a matter of interpretation by the local planning authority as it applies in any particular case but in practice “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood.

The application seeks consent for the display of 2no. advertisements, comprising of a non-illuminated vinyl sign which measures 12m by 4.25m which is to be applied to the hangar door on the rear (eastern) elevation of the building, as well as an illuminated fascia sign which will be situated on the front (western) elevation of the premises and which will measure 10.48m x 1.77m. Both signs will include the name and logo of the occupier of the building, ‘Hampshire and Isle of Wight Air Ambulance’.

Whilst both signs are fairly sizeable, they are proportionate to what is a relatively large building and will not therefore overdominate the façades on which they will be sited, nor will they appear visually obtrusive or out of keeping with the commercial / industrial character of the area. The vinyl sign is non-illuminated and therefore raises no highway safety, airport safeguarding, or amenity related concerns.

Whilst the fascia sign on the building's frontage is to be illuminated to a maximum level which could be considered to be relatively bright (4,800 cd/m²), this is not unacceptable in this particular instance, nor is it beyond the limits which are set within the relevant industry guidance with the Institute of Lighting Professionals Professional Lighting Guide 05/23 (PLG 05/23) on ‘The brightness of illuminated advertisements including digital displays’ stating that advertisements should not exceed 5,000cd/m² during the daytime. The Highway Authority and Southampton Airport have also raised no objection, with the former recommending a condition with a reduced limit during the night time period.

Whilst noting their recommendation for this reduction to be to 1,000cd/m², the aforementioned PLG 05/23 states that the recommended night-time permitted value of display luminance for a sign of the size proposed and within the relevant environmental

zone is 300cd/m2. The Design and Access Statement which accompanies the application (para. 4.9) confirms that the sign has the ability to be dimmed “to ensure appropriate luminance in accordance with industry guidance and local policy requirements” and the agent has confirmed that a condition requiring luminance levels to be reduced to 300cd/m2 during the hours of darkness will be accepted.

With this condition imposed along with the other standard conditions applicable to the display of advertisements as set out within the relevant regulations, there is considered to be no conflict with the applicable legislative or planning policy requirements and the application is therefore recommended for approval.

Recommendation:	CONSENT TO ADVERT DISPLAY
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