

DELEGATED OFFICER REPORT

Application Ref: A/26/101232

Site Address: UNIT 7, PARHAM DRIVE, EASTLEIGH, SO50 4NU

Case Officer: Katie Lasham

Description: Display of 4no. non-illuminated advertisement signage to front elevation.

Particular Site Constraints?	Yes ☐	No ☐
Within urban edge Existing employment site Within 2m buffer of SW sewers Surface water flooding area (1000-year extent) Within proximity of a lowland mixed deciduous woodland		

Planning History?	Yes ☒	No ☐
A full planning application has been submitted in tandem with this advert consent proposal application as listed below: F/26/101223: Provision of extension to existing mezzanine floor to serve as additional storage floorspace to warehouse. Not yet determined. There are many previous planning applications at this site but of most relevance to this proposal are the following: PD/26/100793: PD Enquiry: New mezzanine floor to create offices and amenities space, and store space within the existing unit, new layout for parking area at front and installation of an EV charger upstand, new trade counter, x3 external condenser units, and new signage to front elevation. PD Enquiry determined – a planning application is required. F/16/79473: Change of use to office/general industrial/storage or distribution (B1, B2 and B8) to include trade counter. Approved January 2017.		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	None		
Eastleigh Town Council:	No Comment		

Site Visit:	Yes ☒	No ☐
Details: 28 May 2026		

Policy:
National Planning Policy Framework Planning Practice Guidance Development Plan: The <u>Eastleigh Borough Local Plan 2016-2036</u> The most relevant policies are Strategic policies S1 and S2; and Development Management policy DM1. Supplementary Planning Documents: Quality Places; Character Area Appraisals. 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.

Assessment:

Summary of site and proposal

The application site is an industrial unit located within Parham Drive and the Boyatt Wood Industrial Estate. This application proposes the erection of 4no. non illuminated adverts to the front elevation of the storage and warehouse unit which includes a trade counter. Two larger signs measuring 2.75m x 1.5m set above the ground floor windows are proposed, and two smaller adverts offer directional signage, including a “trade counter” advert sign measuring 0.5m x 0.6m and a “goods-in” sign measuring 1m x 0.6m.

Principle of development

The development is within the urban edge where the principle of development for adverts is considered acceptable in accordance with Policy S2 of the Local Plan.

Character and appearance of the area

As per the above listed advert regulations, impacts an advert can have with regards to amenity i.e. the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest are to be considered. The 4no. advert signs are entirely appropriate for the surrounding industrial estate context and are of an appropriate size, design and colour palette of grey and orange that respects the general characteristic of the locality. The 4no. advertisement signs are also not proposed to be illuminated, further preserving the visual amenity of the area, in accordance with the aims of Policy DM1 of the Local Plan.

Amenity

The proposed adverts will have no adverse or unacceptable impact upon the amenity of neighbouring uses or occupiers by way of loss of light or overbearing impacts, with the

location of the advert set on the front elevation of the building and set sufficiently far away from any neighbouring units. Furthermore, as the signs are not proposed to be illuminated, there is no harm afforded on neighbouring units by way of light spill. For the reasons outlined, the advert consent is in accordance with Policy DM1 of the Local Plan.

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; (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 adopted local 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 local plan policy. The need to support the economy is part of the Strategic Environmental Assessment for the adopted local plan, as is an assessment of climate impacts.

The NPPF aims for the need for housing to be met, and policy S2 of the Local Plan sets a target for 14,580 dwellings to be provided by 2036. The NPPF, Policies S1, DM2 and DM3 of the Local Plan and energy and water elements of the adopted Environmentally Sustainable Development SPD require development to be sustainable in terms of resource use, climate change and energy use. 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 reduce/limit impacts on climate emissions as a result of the development or its use.

Equalities Implications

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

Conclusion:

Recommendation:	PERMIT ☒	REFUSE ☐
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Comments ...
