

DELEGATED OFFICER REPORT

Application Ref: A/26/101427

Site Address: EG on the Move, Swaythling Road, West End, Southampton, SO30 3AG

Case Officer: Dorothy Hei-Tung-Hoh and Rachael Morris

Description: Display of illuminated and non-illuminated replacement advertisement signage associated with existing petrol filling station and service area (Retrospective)

Particular Site Constraints?	Yes ☒	No ☐
• Within the Urban Edge • Within Built-up Area Boundary • Opposite a listed building		

Planning History?	Yes ☒	No ☐
• A/15439/002/00 - Internally illuminated fascia sign - Consent To The Advert Display - 18/01/1978 • Z/15439/001/00 - Installation of four post canopy complete with under lighting and drainage - Permit - 09/06/1978 • Z/15439/003/00 - Car sales site - Permit - 01/11/1978 • Z/15439/005/00 - Installation of underground petroleum storage tanks and associated works - Permit - 12/03/1981 • Z/28029/000/00 - Erection of detached dwelling - Refuse Planning Permission For - 01/04/1985 • A/15439/006/00 - Erection of signs - Consent To The Advert Display - 10/09/1985 • Z/15439/007/00 - To redevelop site, sales kiosk and car wash - Permit - 21/12/1989 • A/15439/008/00 - Display of illuminated signs - Consent To The Advert Display - 16/02/1990 • A/15439/009/00 - Illuminated fascia sign - Consent To The Advert Display - 17/12/1990 • Z/15439/010/00 - Redevelopment of site to form filling station, sales kiosk and car wash, without complying with condition 7 of planning permission 15439/7 (ie. to vary car wash opening hours). - Permit - 11/05/1992 • Z/15439/011/00 - Construction of enclosed jet wash - Permit - 15/02/1994 • Z/15439/012/00 - Use of part of sales kiosk for sale of hot food. - Permit - 19/07/1996 • Z/15439/013/00 - Construction of front extension to house a t m (cash machine) - Permit - 13/03/1998 • A/15439/014/00 - Display of internally illuminated wall sign - Consent To The Advert Display - 13/03/1998 • A/15439/015/00 - Display of free standing sign - Withdrawn (ret'd undetermined) - 24/02/2004 • A/04/50175 - Display of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign for a.t.m. - Consent To The Advert Display - 30/03/2004 • F/04/51745 - Extension to existing sales shop building removal of jet wash facility and removal of 1 no. petrol pump and island - Refuse Planning Permission For - 28/09/2004 • F/06/58180 - Erection of new forecourt including 8no. Petrol pumps, pump islands canopy, single storey sales building, storage compound and provision of 14no. Car parking spaces and associated highway works - Refuse Planning Permission For - 08/12/2006 • A/06/58545 - Display of 4No. Internally illuminated canopy signs - Consent To The Advert Display - 04/01/2007		

- F/07/59214 - Erection of new forecourt including 8no. Petrol pumps, pump islands canopy, single storey sales building, storage compound and provision of 13no. Car parking spaces and associated highway works - Refuse Planning Permission For - 25/04/2007
- F/08/63929 - Erection of covered storage compound - Permit - 11/12/2008
- A/11/68524 - Display of 2no. externally illuminated fascia signs and 3no. non-illuminated fascia signs - Consent To The Advert Display - 23/03/2011

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No Comment		
HCC Highways:	There would be no objection to the proposals from a highway perspective. The signs are located in non-obstructive positions (visually and physically) and the luminance levels quoted for the static signage is within the required parameters at 300cd/sqm.		

Site Visit:	Yes ☒	No ☐
Details: 4 th June 2026.		

Policy:

National Planning Policy Framework

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 are 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.

Planning Practice Guidance

Development Plan:

The Eastleigh Borough Local Plan 2016-2036 The most relevant policies are Strategic policies S1; and Development Management policies DM1 and DM13.

Legislation 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.

Assessment:

Proposal

- The proposal includes the installation of:
 - Sign A: x4 Canopy Sign - EG Coloured (Lengths 6.120m to 33.480m);
 - Sign B: x4 Canopy Sign - Black (Lengths 6.250m to 19.400m);
 - Sign C: x4 Canopy Corner Strips;
 - Sign K: x3 Directional Signs (1mx1m);
 - Sign L: x1 Directional Signs (0.6mx0.6m);
 - Sign V: x3 Car Wash Vinyl Panels;
 - Sign X: x2 PID Totems
- The advertisements proposed are retrospective as they have already been installed.
- They relate to a petrol station situated on the Swaythling Road/Allington Lane/Townhill Lane roundabout. This petrol station is an existing use and advertisement was present before these advertisements were installed. However, the petrol station has now changed hands.

Amenity (Design and Visual Impact)

- The adverts are proposed at a light level of 300cd/sqm which is considered a comfortable and acceptable level to those who experience it.
- Generally the adverts are as expected within a petrol station and would not be a proliferation of signs.
- Under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest can be considered. Although the application sits opposite a listed building, this is not a direct consideration. However, as the use and presence of adverts was an existing feature, it is not considered that these replacement adverts would have any extra adverse impact.

Public and Safety

- Hampshire Highways have submitted a 'no objection' consultation and as such it is considered there would be no perceived public safety risk from a highway.
- It is not considered that the adverts would create any safety concern for a railway, waterway, dock, harbour or aerodrome.

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 2030; (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.

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:

Consent to the advert display.

Recommendation:

CONSENT ☒

REFUSE ☐