

DELEGATED OFFICER REPORT

Application Ref: A/26/101545

Site Address: SOUTHAMPTON INTERNATIONAL AIRPORT, MITCHELL WAY,
EASTLEIGH, SOUTHAMPTON, SO18 2HG

Case Officer: Rachael Morris

Description: 2.no externally illuminated fascia signs

Particular Site Constraints?	Yes ☒	No ☐
• Airport Safeguarding Zones • Southampton Airport Boundary • Within the urban edge		

Planning History?	Yes ☒	No ☐
• Z/07535/011/00 - Outline: Development of New Passenger Terminal with Ancillary Shops, Hotel, Heritage Centre, Improved Rail Station, Associated Parking Areas and Other Related Facilities – Grant outline – Dec 1992 • Z/07535/021/00 - Reserved Matters: New Passenger Terminal, Hangars, Fire Station and Control Tower, Cargo Building, Ancillary Buildings and Associated Roads, Vehicle Parking and Landscaping. (OUTLINE PERMISSION 7535/15) – Approve Reserved Matters – Aug 1993 • A/75350/024/00 - Erection of 3 no. flag poles – Consent – Jan 1994 • A/35443/000/00 - Display of Externally Illuminated Wall Signs and Free-Standing Sign – Consent – Aug 1998 • F/19/86707 - Construction of a 164-metre runway extension at the northern end of the existing runway, associated blast screen to the north of the proposed runway extension, removal of existing bund and the reconfiguration and extension of existing long stay car parking to the east and west of Mitchell Way to provide additional long stay spaces. This application is subject to an Environmental Impact Assessment. – Permit – Jun 2021		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	None		
Parish Council:	No Comment		
Southampton Airport:	No Comment		
Hampshire Highways:	There would be no objection to the proposals from an HCC Highway perspective. However, having reviewed the application, it is noted that the signage does not physically impact on the private road or parking area of the specific unit that it is attached to in terms of movement or visibility. Additionally, it is noted that the luminance levels are quoted as 600cd/sqm, and as such would not be a dazzle distraction to passing private road users.		

Site Visit:	Yes ☒	No ☐
Details: 08/07/2026		

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

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:

The development is considered acceptable and complies with policies DM1 and DM13 from the 2016-2036 local plan, in that:

Proposal

- The proposal is for 2.no externally illuminated fascia signs to the east and west elevation.
- There are other proposed advert upgrades on site, but these are not subject to this application. The agent advises these do not require consent.

Amenity

- The proposed advertisements will not negatively impact on amenity. They will enhance the experience for users trying to locate the business from the road, and the runway. As existing, advertisements are small and not easy to navigate.
- There are no historic, architectural or cultural features nearby that would be negatively impacted worthy of note.

Public safety

- The proposed advertisements are located on a private no-through road. However, public safety must still be considered. The proposed advertisements have been reviewed by Hampshire Highways who have raised a no objection.
- One of the proposed advertisements is located adjacent to Southampton Airport runway. Southampton Airport have been consulted but did not respond. Nonetheless, it is not considered the proposed adverts will create a safety concern for the aerodrome.
- It is not considered that the proposals would hinder safety of any railway, waterway, dock or harbour.

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:

Recommendation:

CONSENT ☒

REFUSE ☐

Comments ...