

DELEGATED OFFICER REPORT

Application Ref: A/26/100784

Site Address: 111 WINCHESTER ROAD, CHANDLER'S FORD, EASTLEIGH, SO53 2GH

Case Officer: Katie Lasham

Description: Display of 2 no. internally illuminated fascia signs, 2 no. non-illuminated wall panel signs to either side of entrance doors, internally illuminated projecting sign, non-illuminated totem sign (2.5m x 1m), 4 no. window graphics and various other non-illuminated direction and informative signage.

Particular Site Constraints?	Yes ☒	No ☐
Within urban edge Within designated town centre of Chandlers Ford		

Planning History?	Yes ☒	No ☐
A full planning application has been submitted alongside this advert consent application: <i>F/26/100694: Proposed external alterations to facilitate subdivision of retail unit to provide 2 retail units (Use Class E), including proposed new customer entrance, new Goods-In entrance door accessed from Brownhill Road and proposed new ramp, balustrading and landing area. Installation of cladding and timber walls to elevations fronting Brownhill Road. Alterations to front elevation fronting Winchester Road and installation of 2no. additional bicycle Sheffield stands. Undecided.</i> The site and its surrounding neighbouring units have a significant amount of relevant site history, listed as follows. <u>Site history at 111 Winchester Road:</u> PN/24/98338: Application for Prior Approval for a single storey roof extension (rear part of building) to form 6 apartments, under Schedule 2, Part 20, Class AB of the Town and Country Planning (General Permitted Development) Order. Prior Approval Granted December 2024. PN/24/97626: Application for Prior Approval for a single storey roof extension to form 5 apartments, under Schedule 2, Part 20, Class AB of the Town and Country Planning General Permitted Development Order. Prior Approval Granted August 2024. A/24/97575: 2.no illuminated fascia signs and 1.no illuminated projecting/hanging sign. Advert consent August 2024. PN/23/96620: Application for Prior Approval for the change of use of the rear first floor from Class E (commercial) to 6 flats (Use Class C3), under Class MA of the Town and Country Planning (General Permitted Development) Order. Prior Approval Granted March 2024. A/23/95591: Display of new fascia signs, logo signs, projecting sign and car park signs. Advert consent October 2023. PN/23/95595: Change of use from Class E to C3 to form 5.no apartments. Site at first floor front only. Prior Approval granted August 2023. F/23/95081: External alterations including new shopfront, removal of existing louvres to rear and side elevations, new louvres to rear, provision of ventilation openings, new doors, and alterations to loading platform (amended description). Approved June 2023.		

F/16/77994: Installation of anti-ram-raid bollards to front of store. Approved April 2016.

F/12/70845: Retention of replacement air conditioning units (amended description). Approved August 2012.

A/10/67575: Display of 1no. externally illuminated fascia sign and 1no. internally illuminated projecting sign. Approved October 2010.

F/06/58421: Replacement of trolley shelter. Approved December 2006.

A/12182/00: Retention of internally illuminated fascia, free standing and wall mounted sign. Advert consent July 2001.

Z/12180/006/00: Installation of emergency generator within loading bay. Approved March 1992.

Site history at 105-111 Winchester Road:

F/15/77642: Installation of cash machine. Approved February 2016.

A/15/77644: Display of 1no. non-illuminated ATM surround sign. Advert consent February 2016.

F/12/70847: Replacement of entrance doors and shop front, installation of ATM and installation of 2No. covered trolley bays in rear car park. Approved July 2012.

F/11/69670: Installation of ATM cash machine. Approved November 2011.

F/07/60724: Installation of ATM. Approved September 2007.

Site history at 109 Winchester Road:

F/24/96659: Change of use from Sui Generis (launderette) to Class E (restaurant), including extraction system and air conditioning unit. Approved February 2024.

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	None		
Parish Council:	No Comment		
Hampshire Highways	No objection, but comments raised including: - 300cd/sqm is acceptable for the illuminated signage. - Signage is suitably located above pedestrians to allow safe passage underneath and is generally positioned flat to the built structure. - Totem signage is located in an acceptable position not affecting the footway or visibility splays, but it is located behind and adjacent to an existing utility box. The height of the sign against the utility box is not shown on plans, but applicant should check it does not obscure the 'Co-op' writing on the signage. - 3no. reserved parking signs are proposed for the customers of the unit. However, ideally all parking to the rear should be permitted for all users to optimise the parking provision for all, particularly given the loss of parking for the recently residential units above the application site.		
Environmental Health	No objection subject to condition to restrict internally illuminated signage to be on during opening hours only and to be restricted to 300 candelas per square metre in luminance.		

Site Visit:	Yes ☒	No ☐
Details: 25 March 2026 and 28 May 2026		

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 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:-

"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."

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 located within the designated town centre of Chandlers Ford on a terraced building fronting Winchester Road that serves as an existing retail unit for a Co-Op. The rearmost part of the building extends beyond the built form of neighbouring terraced units and therefore the rear and side elevations for much of no.111 Winchester Road is visible from Brownhill Road. As existing, the area of the site prominently visible from Brownhill Road has no active frontage and is laid to car parking, a delivery area for the retail

unit, waste and recycling storage and offers rear access to the retail unit and first floor flats, offering a utilitarian and functional character to the street scape.

The existing Co-Op is undergoing internal works to subdivide the unit into two retail units, for which planning permission is not required as there is no change of use or material intensification created. Two planning applications have been submitted in tandem; a full planning application for alterations to the external area of the existing retail unit including the installation of two new separate entrances, one on Winchester Road and one on Brownhill Road. In providing a new entranceway on Brownhill Road, this will create a new active frontage, with a new ramp, steps, clad walls, timber fencing and screening of existing bin storage and plant equipment. This advert consent application has been submitted alongside the full application to permit all necessary signage along both Brownhill Road and Winchester Road.

This advert consent application proposes signage fronting onto Brownhill Road to offer advertisement for the new public entranceway, including an internally illuminated fascia sign (300cd/sqm), wall panels and window graphics as well as a totem sign adjacent the pedestrian footpath of Brownhill Road. Signage is also proposed on the subdivided unit that fronts onto Winchester Road including an internally illuminated fascia sign (300cd/sqm), window graphics and an internally illuminated projecting sign (300cd/sqm). During the application process it was established that the three car parking spaces to the front of the retail entrance are in fact to be used for flats pursuant of prior approval ref. PN/23/95595, and therefore the originally proposed car parking signage that restricted parking of those three spaces to customers of the retail unit was removed from the plans.

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. Policy DM1 of the Local Plan requires all development to respect and where possible enhance the character and appearance of the area, taking full account of scale, materials and design both in itself and in relation to adjoining buildings, spaces and views.

The signage proposed across the building elevation fronting onto Brownhill Road includes fascia sign no.2, window graphs, wall panels and a totem sign. Signage against the wall including the fascia sign, wall panels and window graphics are a suitable scale, material and design to ensure the character and appearance of the area is safeguarded. The signage helps to provide an active frontage along Brownhill Road that is supported within the Local Plan, with the site located within the designated town centre. The fascia sign is to be internally illuminated with a total of 300cd/sqm, to ensure this appears as an appropriate level of luminance within the surrounding street scene to conserve the character of the area. The totem pole is set on the corner of the plot adjacent the pedestrian footpath and is to be located directly behind an existing utility unit. Amended plans were provided during the application process which added the utility unit to the plan, demonstrating that all wording, including the lower most text of the signage stating "Co Op" is set above the utility unit to ensure a contextually considered and unobscured sign. As previously mentioned, the car parking signage proposed at the start of the application process has since been removed from the plans.

The proposed signage to elevation fronting onto Winchester Road including a new internally illuminated fascia sign no.1 (300cd/sqm), the window graphics and the internally illuminated projecting sign are entirely appropriate for their surroundings and are of an appropriate design that respects the general characteristic of the locality. The signage proposed are all

an appropriate size whereby they will not detract from the visual amenity of the area, in accordance with the aims of Policy DM1 of the Local Plan.

Amenity

Policy DM1 of the Local Plan requires all development to preserve the amenity of neighbouring residents and where possible enhance it.

The proposed signage to both elevations is set a sufficient distance away from neighbouring residents and surrounding occupiers of units to ensure there will be no adverse or unacceptable impact upon the amenity of neighbouring uses or occupiers. The proposed internally illuminated signage of 300 candelas per sqm are an acceptable luminance, with the fascia signage and projecting sign all located suitably away, to not adversely impact neighbouring residents. The environmental health officer raises no concerns with the proposal subject to a condition added to restrict luminance to 300candelas and to only be illuminated during opening hours.

The proposed adverts appropriately preserve neighbouring amenity in accordance with the aims of Policy DM1 of the Local Plan.

Impact on highway safety

The proposed adverts are in proximity of both Brownhill Road and Winchester Road. Hampshire Highways were consulted on the proposal, and raised no objection to the proposed signage, making clear that the projecting sign and signage fixed to walls were an appropriate height above ground to permit continued safe pedestrian movements on the pavements. Furthermore, the officer confirmed that the internal illuminance of the 2no. fascia signs and the projecting sign are an acceptable luminance, at 300 candelas per square metre, to ensure there is no harm afforded on passing vehicular movements. The totem signage is set sufficiently far away from the roadside and outside of any visibility sight lines, ensuring it is appropriately located to preserve highway safety.

The highways officer raised concern with the 3no. signs restricting parking to the front three spaces for customers of the retail unit only, as due to the number of flats approved within the vicinity, parking spaces should be available to all users to maximise parking provision. Furthermore, these parking spaces are allocated for use of the flats approved under permission ref.: PN/23/95595. The applicant has since removed this signage from the plans.

Overall, the proposed signage is acceptable with regards to highway safety and parking provision, 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 ☐

Comments ...