

DELEGATED OFFICER REPORT

Application Ref: A/26/101573

Site Address: 41 LEIGH ROAD, EASTLEIGH, SO50 9DF

Case Officer: Rachael Morris

Description: Proposed installation of 2.no internally illuminated fascia signs and 2.no internally illuminated projecting/hanging signs to replacement existing advertisements

Particular Site Constraints?	Yes ☒	No ☐
- Eastleigh Town, District and Local Centres and Neighbourhood Parades - Eastleigh town centre boundary - Secondary Shopping Zone		

Planning History?	Yes ☒	No ☐
- Z/06226/003/00 - alterations and addition of 1st floor store – Permit – Jan 1976 - Z/30709/000/00 - CHANGE OF USE TO CLASS A3 (SALE OF FOOD & DRINK) – Permit – Jan 1989 - Z/30709/001/00 - NEW SHOP FRONT – Permit – Sept 1989 - A/30709/003/00 - DISPLAY OF ILLUMINATED SIGNS – Consent to advert displays – Sept 1989 - A/30709/004/00 - DISPLAY OF INTERNALLY ILLUMINATED FASCIA AND PROJECTING SIGNS – Consent to advert display – Jul 1994 - F/05/53919 - Revision to entrance fronting Leigh Road and replacement of existing corner double doors with window – Permit – May 2005 - F/07/59725 - Installation of new shop front – Permit – May 2007 - A/07/59726 - Display of 3No. Internally illuminated fascia signs and 2No. Internally illuminated projecting signs – Consent to advert display – May 2007 - F/11/68361 - Alteration to shop front to include removal of corner entrance door and new cladding – Permit – Feb 2011 - A/11/68362 - Replacement of internally illuminated fascia sign with internally and externally illuminated fascia sign and 1No. Additional internally illuminated projecting sign – Consent to advert display - Feb 2011		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None		
Parish Council:	No Objection		
Hampshire Highways:	No objection to the proposals from a highway perspective. The signs are either located flat to the building, or in the case of the projecting signs, they are at a height that will not impede movement below. Onwards, the signs are static with no moving images, and at 250cd/sqm, are below maximum light levels that could be permitted from a location such as this. As such, no highway impact or distraction would be anticipated to occur as a result of the signage being implemented.		

Site Visit:	Yes ☒	No ☐
Details: 09/07/2026		

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 policies E3, DM1 and DM13.

Supplementary Planning Documents:

Quality Places (June 2026); Parking Standards (September 2025); Character Area Appraisals.

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 the installation of 2.no internally illuminated fascia signs and 2.no internally illuminated projecting/hanging signs. This is to replace the existing advertisements in place.

Amenity

- The proposed signs will not negatively impact amenity. They are located on a shop within the town centre and the secondary shopping zone where advertisements are commonplace.

- The proposed signs will not be a proliferation and will result in a total reduction of signs present on the fascia. Overall, the proposed signs will be very similar to what is there as existing but with a refresh.
- There are no historic, architectural or cultural features nearby that would be negatively impacted worthy of note.

Public safety

- The application has received a no objection from Hampshire Highways. The sign placements will not impede movement below on the public highway and as the signs are static at a luminance level of 250cd/sqm there is no anticipated distraction as a result of the signage being implemented.
- It is not considered that the proposals would hinder safety of any railway, aerodrome, 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 ...		