

DELEGATED OFFICER REPORT

Application Ref: A/24/98620

Site Address: PAVILLION, HILTINGBURY RECREATION GROUND, HILTINGBURY ROAD, CHANDLER'S FORD, EASTLEIGH, SO53 5NP

Case Officer: Dorothy Hei-Tung-Hoh

Description: Installation of white neon illuminated sign on north west facing wall of sports pavilion

Particular Site Constraints?	Yes ☒	No ☐
• Within the Urban Edge • Within Established Area of Recreational Use • Within Built-up Area Boundary		

Planning History?	Yes ☒	No ☐
The following planning applications are pertinent to Hiltingbury Recreation Ground: • Z/07094/001/00 - Proposed sports pavilion - Withdrawn (ret'd undetermined) - 10/03/1974 • Z/07094/002/00 - Regulation 4: reinstatement of fire damaged pavilion - Grant Deemed Consent - 08/02/1991 • Z/39718/000/00 – Proposed skate park with teen shelter, footpaths and security lighting – Permit – 09/06/2003 • F/04/50282 – Erection of new community building and provision of 18No. additional parking spaces – Permit – 28/02/2005 • F/04/50283 – Single storey side extension and refurbishment of existing sports pavilion with provision of 30No. additional parking spaces from Hiltingbury Road – Permit – 17/05/2004 • F/07/60270 – Provision of first floor accommodation within community centre approved under planning permission F/04/50282 including installation of two dormer windows on east elevation and revisions to fenestration and openings – Permit – 02/08/2007 • F/12/71675 – Construction of multi-use games area – Permit – 31/01/2013 • F/17/80958 - Partial demolition, refurbishment and extension to existing sports pavilion including provision of additional car parking facilities and construction of temporary car park - Permit - 24/11/2017 • DC/18/83175 - Discharge of conditions 17, 18 and 25 relating to planning application F/17/80958. - Discharged - 01/08/2018 • DC/18/82886 - Discharge of conditions 3, 4, 7, 8, 9, 15 and 16 of planning permission F/17/80958 for the partial demolition, refurbishment and extension to existing sports pavilion including provision of additional car parking facilities and construction of temporary car park. - Discharged - 18/01/2019 • DC/19/85204 - Discharge of conditions 10 (Arboricultural Method Statement), 12 (Tree protection measures), 13 (Landscaping), 26 (Acoustic attenuation) and 27 (Siting/installation of plant) of planning permission F/17/80958 for the partial		

demolition, refurbishment and extension to existing sports pavilion including provision of additional car parking facilities and construction of temporary car park.
- Not yet determined

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	The application has received three objections, and three expressions of support. Objections focus on concerns about visual impact, potential light pollution, and the suitability of a neon sign for commemorating the site's history. Supporters emphasise its cultural significance, artistic contribution to the recreation ground, and the community engagement involved in its development.		
Parish Council:	The Council agrees to the location of the Polish memorial.		
Highways:	No objection to the proposals from a highway perspective.		

Site Visit:	Yes ☒	No ☐
Details: 5 th February 2025.		

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 Development Management policies DM1, and DM13.
Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:
<u>Site context and surroundings</u> Pavillion is located within Hiltingbury Recreation Ground, situated on Hiltingbury Road in Chandler's Ford. The recreation ground is a well-used public open space that provides various sports and leisure facilities for the local community. Pavillion serves as a hub for recreational activities, supporting both indoor and outdoor sports provisions. The surrounding area consists primarily of residential properties, with the recreation ground acting as a central amenity space. The site is accessible via Hiltingbury Road, with pedestrian pathways leading to various sports facilities, including tennis courts and playing fields. <u>Proposal</u> The application seeks advertisement consent for the installation of a white neon illuminated sign on the north-west-facing wall of the Sports Pavilion within Hiltingbury Recreation Ground. The proposed sign forms part of a public art project commissioned by Eastleigh Borough Council, funded through Developer Contributions, a National Lottery Project Grant, and Chandler's Ford Parish Council. The illuminated sign will display the phrase ' <i>There were people at Hiltingbury who had experienced these events</i> ', taken from

The Story of the Polish Dependants' Hostel Hiltingbury by Marian Sobieraj. The text will be presented in a handwritten style, replicating the script of a former camp resident, symbolising the learning experiences of Polish children who lived in the former hostel.

The sign will be constructed using white neon lighting and installed at a height of approximately 6.0m. It has been designed as a static illumination with an illumination level of 350 cd/m².

The proposal is part of a broader commemorative scheme, which also includes the planting of a Polish Silver Birch tree and the installation of a bilingual plaque honouring the history of the Hiltingbury Polish Dependants' Hostel Camp. However, as these two elements do not require planning consent, this application focuses solely on the white neon illuminated sign.

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.

The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires that planning

applications are determined in accordance with the Development Plan unless material considerations indicate otherwise.

The Development Plan comprises the Policies of the adopted Eastleigh Borough Local Plan 2016-2036. The relevant policies to this application are: S1 (Delivering Sustainable Development), DM1 (General Criteria for New Development), DM13 (General Development Criteria – Transport).

National Planning Policy and Guidance

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.

The Planning Practice Guidance provides additional guidance in support of the policies within the Framework and is also a material consideration in the determination of the application

Layout, design, and impact upon the character of the area

- Policy DM1 of the Eastleigh Borough Local Plan (2016-2036) stipulates that all new development should respect the character and appearance of urban areas, take full and proper account of the context of the site including the character, appearance and land uses of the locality or neighbourhood, and be compatible in terms of mass, scale, layout density, design, and siting.
- The proposed illuminated sign consists of white neon text in a handwritten-style font, to be installed on the north-west-facing wall of the Sports Pavilion at a height of approximately 6.0m. The sign is designed to remain static, with an illumination level of 350 cd/m², and will be positioned within an area monitored by existing CCTV surveillance. The proposed placement is intended to integrate with the existing Sports Pavilion while functioning as a public art installation, without interfering with surrounding recreational facilities, including the adjacent tennis courts and The Hilt (Hiltingbury Community Centre).
- In terms of visual impact, the sign will introduce an illuminated element to the Pavillion without significantly altering the building's overall appearance. The design references the site's historical context by replicating the handwriting of a former resident of the Polish Dependants' Hostel Camp, while remaining consistent with the Pavillion's role as a sports facility.

Impact on residential amenity

- Policy DM1 of the Eastleigh Borough Local Plan (2016-2036) amongst other matters, stipulate that all new development should not have an unacceptable impact upon residential amenities of both new and existing residents.
- The objections regarding potential impacts on residential amenity are noted, particularly concerns about visual intrusion and light pollution. However, the proposed sign is positioned on the north-west-facing wall of the Sports Pavilion, a

significant distance from any residential properties. The nearest buildings are the adjacent tennis courts and The Hilt (Hiltingbury Community Centre), both of which are non-residential facilities. Given this location, the illuminated sign is not expected to cause any harmful impact on nearby homes. Additionally, the static nature of the illumination and its moderate brightness further reduce the likelihood of any adverse effect on residential amenity.

Highway and Public Safety

- Hampshire County Council (HCC) Highways has reviewed the proposal and raised no objections. The sign is positioned on the north-west-facing wall of the Sports Pavilion, ensuring it does not physically interfere with pedestrian or vehicle movements.
- Additionally, the level of illumination is within acceptable limits, with a brightness of 350 cd/m², which complies with relevant guidance. As such, the proposed sign is not expected to pose any safety concerns for road users or pedestrians.

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 2025; (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 Environment 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, 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.

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:

Permit subject to conditions. Consent to the advert display.

Recommendation:

PERMIT ☒

REFUSE ☐