

DELEGATED OFFICER REPORT

Application Ref: A/25/99143

Site Address: 72 HILTINGBURY ROAD, CHANDLER'S FORD

Case Officer: Rebecca Altman

Description: Display of non illuminated fascia signs and free standing ground level sign (retrospective)

Particular Site Constraints?	Yes ☒	No ☐
- Urban Edge - Local Centre (Chandlers Ford: Hiltingbury Road, eastern end) - Kingsway Character Area - Airport safeguarding		

Planning History?	Yes ☒	No ☐
- A/09/64826 – display of 3.7m high non-illuminated totem sign – consent 19/05/2009 - A/06896/011/00 – display of internally illuminated fascia signs, internally illuminated free standing monolith sign and non illuminated signs at rear – consent 25/08/2000 - A/06896/010/00 – display of 4 internally illuminated fascia signs, 1 free standing pylon sign and wall signs – consent 04/08/1997 - A/06896/004/00 – double sided non-illuminated pole sign – refused 05/07/1976 There have also been various applications relating to the use of the site, including a current application for retention of the use as for car sales and tyre fitting – ref. F/25/99115		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	None received.		
Parish Council:	No Comments received.		
Highway Authority:	No objection. The fascia signs are flat to the building and do not obstruct movement or visibility. It is also non-illuminated and will cause minimal distraction to passing road users. The free standing sign is within the site in a non-obstructive position. It is non-illuminated and is of a size that will not cause physical or visual obstruction.		

Site Visit:	Yes ☒	No ☐
Details: 3 April 2025 – photographs on file. Signs already in place.		

Policy:
National Planning Policy Framework Planning Practice Guidance Development Plan: The <u>Eastleigh Borough Local Plan 2016-2036</u>: The most relevant policies are DM1 and DM13. Supplementary Planning Documents: Kingsway Character Area – no specific guidance relating to adverts. Advertisement Legislation:

Regulation 3 (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:

3.(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:

Site and proposal

The application relates to a corner property at the western end of the Hiltingbury Road East neighbourhood parade. The site fronts onto Hiltingbury Road to the south and Thorold Road to the west. There are a variety of commercial uses in the shopping parade and the rest of the surrounding area is predominantly residential in character.

The site is currently being used for tire fitting and vehicle sales and there is a separate planning application under consideration for the retention of this use (ref. F/25/99115).

Advertisement consent is sought for the retention of fascia signs to the south and south-east elevations and a free-standing sign adjacent to the Hiltingbury Road frontage. The free standing sign is positioned at ground level with a height of 0.6m and a width of 2.5m. All signs are non-illuminated.

Amenity

The fascia signage is of a size and type that is typical of a commercial unit, and covers a lesser extent of the elevation compared to previous fascia signage on this site. The free standing sign is located adjacent to the Hiltingbury Road frontage but is at ground level with a modest height and is not visually prominent. The signs are considered appropriate for their location and do not harm the character and visual amenity of the area.

Highway safety

The Highway Authority has raised no objection, noting that the signage is non-illuminated and located in non-obstructing positions. The signs are not considered to have any adverse impact in terms of highway or pedestrian safety.

Other matters

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 ☐

Standard advertisement conditions.