

DELEGATED OFFICER REPORT

Application Ref: A/25/99197

Site Address: CHANDLER'S FORD CENTRAL CLUB AND INSTITUTE, 2
WINCHESTER ROAD, CHANDLER'S FORD, EASTLEIGH, SO53 2FZ

Case Officer: Gregg Chapman

Description: Installation of 1.2m x 3.2m freestanding totem sign with illuminated poster, to replace existing sign at site frontage

Particular Site Constraints?	Yes ☒	No ☐
• Eastleigh Town, District and Local Centres and Neighbourhood Parades • Within the urban edge		

Planning History?	Yes ☒	No ☐
None relevant		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	1 letter – Objection The only concern I have is the close proximity to a cycle lane, roundabout, pedestrians, bus layby nearby, pelican crossing and busy school route for pupils cycling to and from school on a main arterial route. Access to and from this side street is also hazardous at busy times, with site lines restricted. EBC and HCC have no technical means of monitoring or enforcing excessive light illumination from other digital/LED illuminated signs proliferating around the borough. An example is the billboard animated signs along the same stretch of highway which, produce excess light contrary to any planning restrictions. The light pollution cannot be controlled by EBC/HCC here. For them to set lighting levels relies solely, on the applicant self-conforming themselves to planning policy. The illuminated sign, if permitted, should never be allowed to morphosis into a animated advertisement sign for reasons of safety at this busy junction which, could easily distract road users, resulting in a RTC with injuries. Will the illumination for this proposed sign be 24/7?		
HCC Highways	No objection subject to amendment and a condition restricting lighting levels to 600 cd/sqm with no light source visible from the highway (i.e. a light shield prevents specifically seeing the bulb).		

Site Visit:	Yes ☒	No ☐
Details: 23/04/25		

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 DM1.

Supplementary Planning Documents:

Quality Places; Residential Parking Standards; Character Area Appraisals.

Legislation:

Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:-

"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

- In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;
- In the case of public safety: The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;

Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air. In determining an application for consent for the display of advertisements or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted."

Assessment:

The Advertisement Regulations require that local planning authorities exercise their powers in respect of the control of advertisement only in the interests of amenity and public safety. The Planning Practice Guidance (Paragraph 001 Reference ID: 18b-001-20140306) states that, therefore, *"the regime is lighter touch than the system for obtaining planning permission for development"*.

Amenity

Whilst amenity is not exhaustively defined in the Regulations, the Planning Practice Guidance (Paragraph 079 Reference ID: 18b-079-20140306) provides additional context in this respect and sets out that it is a matter of interpretation by the local planning authority as it applies in any particular case but in practice "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood.

The proposal is for the replacement of the existing sign with a totem sign with illuminated poster at Winchester Road. The site is within a commercial centre, and there are a number of signs in the vicinity. The proposed sign would be visible (as the current sign is), but not unduly prominent in the street. The sign would include an illuminated poster element, and subject to a condition (as discussed below) limiting the level of illumination, the lighting level would be of an appropriate standard so as not to cause harm to the area. It is considered that the totem and illuminated poster would achieve an acceptable balance between drawing attention to the function of the site without detracting from the character of the area. It would therefore comply with the provisions of Policy DM1 of the adopted Local Plan and Paragraph 141 of the NPPF.

Safety

With regards to public and highway safety, the proposed sign is set back from Winchester Road, and the cycleway footway, and the wall to the railway bridge. It is considered that there would not be any obstruction to visibility. No objections have been raised by the Highway Authority, subject to a reduced illuminance level, which has been agreed.

Planning Practice Guidance (Paragraph: 028 Reference ID: 18b-028-20140306) advises that, *"Public safety is not confined to road safety and includes all of the considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), over water or in the air."* No public safety harms are evident.

Other Matters

A third party objector has raised concern with regard to the future monitoring of the level of illuminance, and with regard to future proposals for alternative schemes. Any future submission would be considered upon its own merits. The future monitoring of the levels of lighting and enforcement of this is not a matter for the consideration of the application. The relevant test for a condition is whether such a condition would be enforceable, which it would be. The proposal would therefore comply with the provisions of Policies DM1 and DM13 of the adopted Local Plan and Paragraph 116 of the NPPF.

Conclusion:

The proposed totem is considered to achieve an acceptable balance between drawing attention to the function of the site without detracting from the character of the area, and the advertisements will also not undermine public or highway safety. It is therefore recommended that advertisement consent be issued.

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.

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 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 and development plan 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 emerging 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.

Conclusion:

Recommendation:	CONSENT ☒	REFUSE ☐
It is considered that the proposed advertisements are acceptable and comply with the relevant local plan policies and requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.		