

DELEGATED OFFICER REPORT

Application Ref: A/25/99217

Site Address: Parfetts, Tollbar Way, Hedge End, SO30 2UH

Case Officer: David Huckfield

Description: Display of 5 no. internally illuminated fascia signs, 5no. non-illuminated fascia signs to either side of loading bays, and various other non-illuminated direction and informative signage.

Particular Site Constraints?	Yes ☒	No ☐
Within the Urban Edge Designated Employment Site		

Relevant Planning History?	Yes ☒	No ☐
Z/245430/000 – Industrial and warehousing – OUTLINE PERMISSION (29/07/1980) Z/24530/001 – Industrial and warehousing – GRANTED OUTLINE PERMISSION (29/07/1980) Z/28674/000 – Outline: Office, light industrial and warehouse development – GRANT OUTLINE PERMISSION (04/03/1987) Z/28674/002 – Erection of distribution centre with offices and headquarters office block – APPROVED (13/10/1987) Z/33074/001 – Sub-division of existing warehouse / office unit to create two separate units including provision of additional parking and new wall – PERMIT (14/02/1996) Z/34651/000 – Change of use of warehouse from warehousing to mixed warehousing / general industrial use (use classes B8 and B2) – PERMIT (17/07/1997) Z/34651/001 – Construction of transformer compound and addition of ventilation cowls and louvres to building – PERMIT (16/06/1998) A/34651/002 – Retention of illuminated fascia sign on northern elevation – CONSENTED (23/09/2003) A/08/62751 – Retention of externally illuminated – CONSENT TO THE ADVERT DISPLAY – 23/06/2008 T/25/99533 – 1no. Group of mixed species shelter belt (G1) - Cut back to give 2m vertical clearance from the fabric of the building. 1no. Group of mixed species (G2) – Crown raise to 5.2m over the car park area to facilitate vehicular access. 2no. Group of mixed species but predominantly Oak (G3 & G4) - Crown raise to 5.2m over the car park area to facilitate vehicular access. – CURRENT APPLICATION		

Site Visit?	Yes ☒	No ☐
A site visit was undertaken by the Case Officer to consider the proposals in context.		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations	One letter of representation has been received in relation to the application, with the following comments being made:		

	<i>Light pollution levels?</i> <i>Not to allow signage to become animated and excessively illuminated.</i> <i>EBC/HCC Have no technology to inspect/enforce excessive Light pollution from illuminated advertising signs</i> <i>Light pollution levels.</i>
Hedge End Town Council	No objection subject to lights being turned off by 11pm.
HCC Highways	In regard to application A/25/99217, having reviewed the information contained within the application pack, there would be no objection to the proposals from a highway perspective, subject to the condition outlined below. All proposed signs are positioned flat to the building structure, and as such do not obstruct any movement below. In terms of the illuminated signs however, no information is currently available on the EBC Planning Portal in terms of the luminance levels proposed (only the 'Proposed Signage Elevations Plan and Site Location Plan are available – i.e. no application form), and as such an assessment in this regard cannot be undertaken. Given this, it would be requested that the condition outlined below should be applied. CONDITION: AMOUNT OF ILLUMINATION The illumination of the consented sign(s) shall be no greater than 600 candela per square metres and no light source shall be visible from the highway. Reason: In the interests of highway safety/amenity.

Relevant Policy and Legislation:

Legislative 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.

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. 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.

In these respects, the proposals are considered to be acceptable. Whilst the application includes a notable number and range of advertisements, principally on the northern elevation of the premises, these are not disproportionate in size or scale to the extent of the building and as such will not overdominate its facades, nor will they appear unduly prominent from the site's wider surroundings. Only five of the proposed signs would be illuminated, with these sitting above the customer entrance to the premises. Their luminance levels would also be limited to no more than 300cd/m², which is considered to be reasonable given the largely commercial character of the area. Finally, there are no highway safety concerns in relation to the siting or luminance of the signage and no objection has been raised by the Highway Authority subject to conditions.

For the reasons given, therefore, there is considered to be no conflict with the relevant legislative or planning policy requirements and the application is recommended for approval subject to conditions.

Recommendation:	CONSENT TO ADVERT DISPLAY
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