

DELEGATED OFFICER REPORT

Application Ref: A/25/99775

Site Address: UNIT 3, PEACOCK TRADING ESTATE, GOODWOOD ROAD, EASTLEIGH, SO50 4NT

Case Officer: David Huckfield

Description: Display of non-illuminated fascia signage to front elevation

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

Relevant Planning History?	Yes ☒	No ☐
F/25/99701 - Change of use of existing building from Sui Generis (Funeral Directors Facility) to B8 (Storage and Distribution) – CURRENT APPLICATION F/23/95052 - Change of Use from B2 to Sui Generis Funeral Directors Facility to include 24 hour access – PERMIT (09/06/2023) Z/19606/001/00 - Change of use of Unit 5 from light industrial to warehouse and Unit 3 from warehouse to light industrial – PERMIT (1981) Z/19606/000/00 - Erection of five units for industrial and warehouse use plus hardstanding – PERMIT (1979)		

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	None received.		
Boyatt Wood Parish Council	No comments received.		
HCC Highways	In regard to application A/25/99775, having reviewed the information contained within the application pack, there would be no objection to the proposals from a highway perspective. The proposed signage sits flat to the frontage of the unit, and as such causes no obstruction to either vehicle or pedestrian movement. Additionally, with the signage being non-illuminated, there will be no unnecessary glare produced.		

Relevant Policy and Legislation:
Legislative Background: <u>Advertisement Consent:</u> Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended) states: <i>(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—</i>

- (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 is 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 number and range of advertisements to be displayed on the front elevation of the premises, these are non-illuminated and relatively modest in scale and size. As such, they will not be disproportionate to the extent of the building or overdominate its principal facade, nor will they appear unduly prominent from the site’s wider surroundings. There are no concerns therefore in respect of the impacts on amenity or the effects of the advertisements on the industrial/commercial character of the area.

In addition, and as noted by the Highway Authority, the signage will sit relatively flush with the front elevation of the building on which it will be displayed and, as such, will not cause an obstruction to vehicle or pedestrian movements and, being non-illuminated, there will also be no undue glare produced which could be otherwise distracting to drivers. Accordingly, the Highway Authority have raised no objection to the application and the proposals are considered acceptable with regards to highway and public safety.

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
------------------------	----------------------------------