

DELEGATED OFFICER REPORT

Application Ref: A/25/99513

Site Address: 9 LOWER NORTHAM ROAD, HEDGE END, SOUTHAMPTON, SO30 4FN

Case Officer: Dorothy Hei-Tung-Hoh

Description: Replacement of existing fascia signage with new non-illuminated signage (retrospective)

Particular Site Constraints?	Yes ☒	No ☐
• Within the Urban Edge • Within Built-up Area Boundary • Within Hedge End Commercial Centre		

Planning History?	Yes ☒	No ☐
• Z/32922/000/00 - Change of use from shop (a1) to food and drink (A3). - Refuse Planning Permission For - 11/06/1993 • F/12/71040 - First floor rear extension with rear staircase & alterations to existing ductwork - Permit - 03/08/2012		

Publicity:	Letters ☒	Site Notice ☐	Newspaper ☐
Representations:	No comments received.		
Parish Council:	No comments received.		
HCC Highways:	No comments received.		

Site Visit:	Yes ☒	No ☐
Details: 26 th June 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 S2; and Development Management policies DM1, DM13 and DM22.
Supplementary Planning Documents: Quality Places; Residential Parking Standards; Character Area Appraisals.

Assessment:
<u>Site context and surroundings</u> 9 Lower Northam Road comprises a two-storey, mid-terrace building situated within Hedge End Commercial Centre. The ground floor is occupied by Sue Ryder, which operates as a charity retail unit. The immediate surroundings are predominantly commercial in nature, characterised by retail premises, service uses, and other town

centre activities. The built form along this stretch of Lower Northam Road is largely formed of terraced buildings of similar height, scale, and design, contributing to a consistent street frontage.

Proposal

This application seeks retrospective advertisement consent for the replacement of the previous fascia signage with a new non-illuminated fascia sign, which has already been installed above the ground floor shopfront.

The fascia measures approximately 4960mm in width by 870mm in height (including the upstand), with a depth of 30mm. It is positioned around 2.62m above ground level and spans the full width of the shopfront. The sign is finished in sky blue with white lettering and displays the Sue Ryder branding.

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.

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 fascia sign is appropriately scaled to the host property, occupying the shopfront fascia without appearing over-dominant. Its proportions align with the pattern of advertisements along this stretch of Lower Northam Road, allowing it to sit comfortably within the street scene.
- The use of a sky blue background with white lettering reflects the established branding of Sue Ryder. Within the varied commercial setting of Hedge End Commercial Centre, the advertisement harmonises with surrounding shopfronts and is considered to preserve the overall character of the centre.

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 fascia sign is limited to the shopfront level and is modest in scale. Its non-illuminated form ensures that it does not generate light pollution or glare which could affect nearby occupiers.
- While some upper floors in the vicinity appear to be in residential use, the advertisement is typical of a busy commercial centre and does not alter the established relationship between ground floor units and neighbouring dwellings. The signage is therefore not considered to result in any material harm to residential amenity.

Highway and Public Safety

- The advertisement is non-illuminated and positioned flush with the shopfront fascia. It does not project into the highway or obstruct visibility for pedestrians or drivers. The sign is of a type commonly found in commercial centres and is not considered likely to cause distraction or create a hazard for highway users. Accordingly, the proposal is acceptable in highway safety terms.

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, 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 aims for the need for housing to be met, and policy S2 of the Local Plan sets a target for 14,580 dwellings to be provided by 2036. 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 and is expected to reduce/limit impacts on climate emissions as a result of the development or its use.

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:

Consent to the advert display.

Recommendation:

PERMIT ☒

REFUSE ☐

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