

DELEGATED OFFICER REPORT

Application Ref: A/25/99512

Site Address: 48 MARKET STREET, EASTLEIGH, SO50 5RB

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 • Airport Safeguarding Zone • Eastleigh Town Centre		

Planning History?	Yes ☒	No ☐
• Z/03247/003/00 - Demolition of existing garage and erection of a new garage for use as store - Refuse Planning Permission For - 12/01/1980 • Z/03247/002/00 - Alterations and rear extension - Permit - 14/01/1980 • Z/03247/004/00 - Alterations and single storey extension to shop and store - Permit - 21/07/1981		

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

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 Development Management policies DM1 and DM13.

Assessment:
<u>Site context and surroundings</u>
48 Market Street is a two-storey, mid-terrace building located within Eastleigh Town Centre. The ground floor is occupied by a charity retail unit trading as Sue Ryder, while the upper floor appears to be in residential use, consistent with the established mixed character of Market Street. The immediate surroundings are predominantly commercial in nature, comprising a mix of retail, restaurant and service uses at street level, with residential accommodation generally situated above.

Proposal

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

The fascia measures approximately 4230mm in width by 1070mm in height, with a depth of 30mm. It is positioned at around 2.5m above ground level, extending across 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

Amenity (Design and Visual Impact)

- The sign is proportionate to the frontage of the building and sits comfortably within the fascia band. Its simple colour palette of sky blue with white lettering, together with a clear font, results in a clean appearance that reflects the established Sue Ryder branding. This form of design is typical of advertisements found in town centre locations and integrates well within the commercial context of Market Street.
- As the advertisement is non-illuminated, it introduces no additional lighting or glare and is not considered to detract from the visual amenity of the area. The proposal is therefore acceptable in design terms.

Public and Safety

- The advertisement is fixed flush to the shopfront and does not project beyond the building facade. Given its scale, siting, and non-illuminated form, the advertisement is not likely to cause distraction to drivers or impede pedestrian movement along Market Street.
- Hampshire Country Council (HCC) Highways has been consulted and raised no objection to the proposal. Accordingly, the proposal is considered acceptable with respect to highway and public safety.

Conclusion:

Consent to the advert display.

Recommendation:

PERMIT ☒

REFUSE ☐