

<b>Application Number:</b>	<b>25/11155</b> Advertisement Consent
<b>Site:</b>	POLICE STATION, JONES LANE, HYTHE SO45 6DQ
<b>Development:</b>	Display non-illuminated hoarding signs with advertisements around the site (Application for Advertisement Consent) (Retrospective)
<b>Applicant:</b>	Churchill Living Ltd
<b>Agent:</b>	Planning Issues Ltd
<b>Target Date:</b>	06/03/2026
<b>Case Officer:</b>	Graeme Felstead
<b>Officer Recommendation:</b>	Grant Subject to Conditions
<b>Reason for Referral to Committee:</b>	Parish Council contrary view

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## **1 SUMMARY OF THE MAIN ISSUES**

The key issues are:

- 1) Principle and scope of decision
- 2) Amenity
- 3) Public safety
- 4) Conclusion

## **2 SITE DESCRIPTION**

The application site comprises the former Hythe Police Station and adjoining land, extending to approximately 0.54 hectares. It occupies a prominent position on Jones Lane, close to the centre of Hythe. The existing buildings are disused, and the frontage has shown signs of dereliction for several years. Mature boundary trees make a positive contribution to the street scene, and the hoardings sit within the site and below canopy level.

To the south-east on Jones Lane are two-storey Victorian terraced houses and a modern brick-built medical surgery. To the south-west lies Ewart Recreation Ground, which includes a cricket pitch and single-storey timber pavilion. West Shore House lies to the north-west, and Hythe Marina to the north-east. The River Itchen Estuary, which runs into the Solent, is to the north of the site together with the Historic Hythe Pier.

## **3 PROPOSED DEVELOPMENT**

Retrospective advertisement consent is sought for the retention of non-illuminated hoarding signs around parts of the frontage of the former Police Station and adjoining land. The application form describes the display as hoarding boards finished in maroon red and white, with a stated height of 2.4 metres. No illumination is proposed and the advertisement is not shown as projecting over a footpath or public highway. Advertisement consent is sought for a temporary period from 19 December 2025 to 19 December 2028.

## **4 PLANNING HISTORY**

**25/10996** – Redevelopment to provide 45 retirement apartments and 6 retirement cottages; communal facilities; access, parking and landscaping. An appeal against the non-determination of this application has been made and is under consideration by the Planning Inspectorate.

**18/10050** – Demolition of the police station building and erection of a building comprising 35 retirement living apartments. Refused on [11/07/2018] and dismissed at appeal on 9 August 2019.

These applications are relevant background context for the site. However, the present application for advertisement consent must be determined solely with reference to the statutory tests of amenity and public safety.

## **5 PLANNING POLICY AND GUIDANCE**

### **Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

#### **National Planning Policy Framework**

#### **Local Plan Part 1: Planning Strategy (adopted July 2020)**

Policy ENV3

Policy ENV4

#### **Local Plan Part 2: Sites and Development Management (2014, saved)**

Policy DM1

#### **Neighbourhood Plan**

#### **Hythe & Dibden Neighbourhood Plan (2018–2026)**

Aim 1.

## **6 PARISH / TOWN COUNCIL COMMENTS**

Hythe & Dibden Parish Council: PAR 4 – Recommend refusal (received 13 February 2026). The Parish Council noted that the application is retrospective, with the developer having erected the advertising hoardings without the requisite consent, and expressed concern that the hoardings give the impression that planning permission has already been granted for the proposed redevelopment. The Parish Council's reasons for refusal are summarised as follows:

- the scale and height of the hoardings are excessive and may distract highway users and obstruct visibility at a key junction;
- the hoardings are overbearing and out of character with the surrounding street scene; and
- given the site's relationship to the Hythe Conservation Area, the hoardings are considered out of keeping with this sensitive context.

## 7 COUNCILLOR COMMENTS

Cllr Alex Wade (Hythe Central, NFDC) submitted correspondence between 25 November 2025 and 2 January 2026 raising concerns regarding:

- the retrospective nature of the display and the impression that redevelopment is already settled;
- highway safety, including possible driver distraction and visibility for vehicles exiting the adjacent car park and at the nearby junction on Jones Lane;
- the scale and visual impact of the hoardings in this location, including their relationship to the nearby Conservation Area;
- whether part of the hoarding extends outside the site boundary; and
- ensuring local Members and residents are kept informed through the application process.

## 8 CONSULTEE COMMENTS

### HCC Highways

No objection (received 19 January 2026)

## 9 REPRESENTATIONS RECEIVED

**Two letters of objection** have been received.

The objections raise the following matters:

- Public safety – concern that the hoardings distract drivers, particularly vehicles exiting the adjacent car park, and may obstruct visibility at a nearby junction;
- Amenity – concern that the boards are oversized, overbearing and visually intrusive, and create a harsh frontage not in keeping with the surrounding street scene;
- Conservation Area context – concern that the hoardings are out of keeping with the site's sensitive townscape setting; and
- Other/procedural matters – concern regarding the retrospective nature of the display, the impression that redevelopment has already been approved, and the possibility that the hoardings could remain in place for an extended period.

## 10 PLANNING ASSESSMENT

### Principle of Development

Under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the local planning authority must determine applications for express advertisement consent solely in the interests of amenity and public safety. National policy similarly confirms that advertisements should be subject to control only on these two grounds. The content or message of an advertisement is generally not material to the decision.

In considering those two statutory tests, regard can be had to relevant development plan policies where they assist in assessing amenity and public safety. Those

policies do not introduce any additional decision-making tests beyond those set by the Regulations.

### Amenity

In assessing amenity, regard has been had to Policies ENV3 and ENV4 of the Local Plan Part 1, Policy DM1 of the Local Plan Part 2, and Aim 1 of the Hythe & Dibden Neighbourhood Plan, insofar as they relate to design quality, townscape character and the setting of heritage assets. Paragraph 141 of the NPPF also confirms that the quality and character of places can suffer where advertisements are poorly sited and designed.

The site is currently occupied by disused buildings and a frontage that has shown signs of degradation for some time. In that context, the hoardings provide a more uniform and managed edge to the site and screen views of the derelict frontage. The hoardings are set within the site, behind the footway, and below the canopy of the boundary trees, which moderates their prominence in the street scene.

The display is non-illuminated and static. While third-party comments object to the wording and presentation of the hoardings, the detailed content of the signs is not considered to result in material harm to the visual amenity of the area for the purposes of the advertisement regime. The signage is broken up along the frontage and is partially softened by overhanging trees. Overall, the hoardings are not considered unduly dominant in the street scene.

The Advert Regulations state that amenity includes both visual and aural amenity. In this case, the proposed signage is fixed and would not generate noise. No adverse effect on aural amenity is therefore identified.

The site lies adjacent to the Hythe Conservation Area, and that context is a relevant consideration in the amenity assessment. In this case, the hoardings are non-illuminated, set behind the footway and positioned below the tree canopy. Having regard to their siting, form and temporary nature, they are not considered to cause unacceptable harm to the setting of the adjacent Conservation Area. Taking these matters together, the proposed display is considered acceptable in amenity terms for a temporary period, subject to conditions requiring non-illumination, maintenance and removal.

### Public safety

Public safety considerations include the safety of persons using any highway or transport route, including issues of visibility, distraction and any conflict with traffic signs or surveillance equipment. Concerns have been raised by the Parish Council, the local Ward Member and third parties regarding possible driver distraction and visibility, particularly near the adjacent car park and the junction on Jones Lane. The hoardings are non-illuminated and static. There is no evidence before the Council that they obstruct visibility, narrow the pedestrian route, conflict with traffic signs or signals, or interfere with surveillance equipment. The display is of a scale and treatment typical of construction-style hoarding and does not include moving images or lighting that would increase the potential for distraction. Significantly, the Highway Authority has raised no objection to the proposal. On the evidence available, the display is not considered to result in material harm to public safety.

## **11 OTHER MATTERS**

Third-party comments have also raised concerns regarding land ownership and whether part of the hoarding lies outside the applicant's land. Officers consider the hoarding to sit on land within the applicant's control. In any event, any residual dispute regarding ownership or boundary position would be a private civil matter and is not determinative of this application for advertisement consent.

## **12 CONCLUSION / PLANNING BALANCE**

The application seeks retrospective advertisement consent for non-illuminated, static hoardings positioned behind the footway and within the site frontage. The statutory assessment is confined to the effects of the display on amenity and public safety. In amenity terms, the hoardings provide a managed and orderly frontage to a long-vacant brownfield site. They sit below the tree canopy, are non-illuminated, and are not considered unduly dominant in the street scene or harmful to the setting of the adjacent Conservation Area. In public safety terms, the display is static and non-illuminated, does not obstruct traffic signs or visibility on the evidence available, and has attracted no objection from the Highway Authority.

Having regard to the Advertisement Regulations, the NPPF, the Neighbourhood Plan and Policies ENV3, ENV4 and DM1 insofar as they relate to amenity and public safety, the proposal is considered acceptable subject to appropriate conditions. Any limited visual impact inherent in a site hoarding is outweighed by the benefit of a tidier and more managed site frontage on a temporary basis. It is therefore recommended that advertisement consent be granted.

## **13 RECOMMENDATION**

### **GRANT ADVERTISEMENT CONSENT**

#### **Standard Conditions**

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

**Proposed Conditions:**

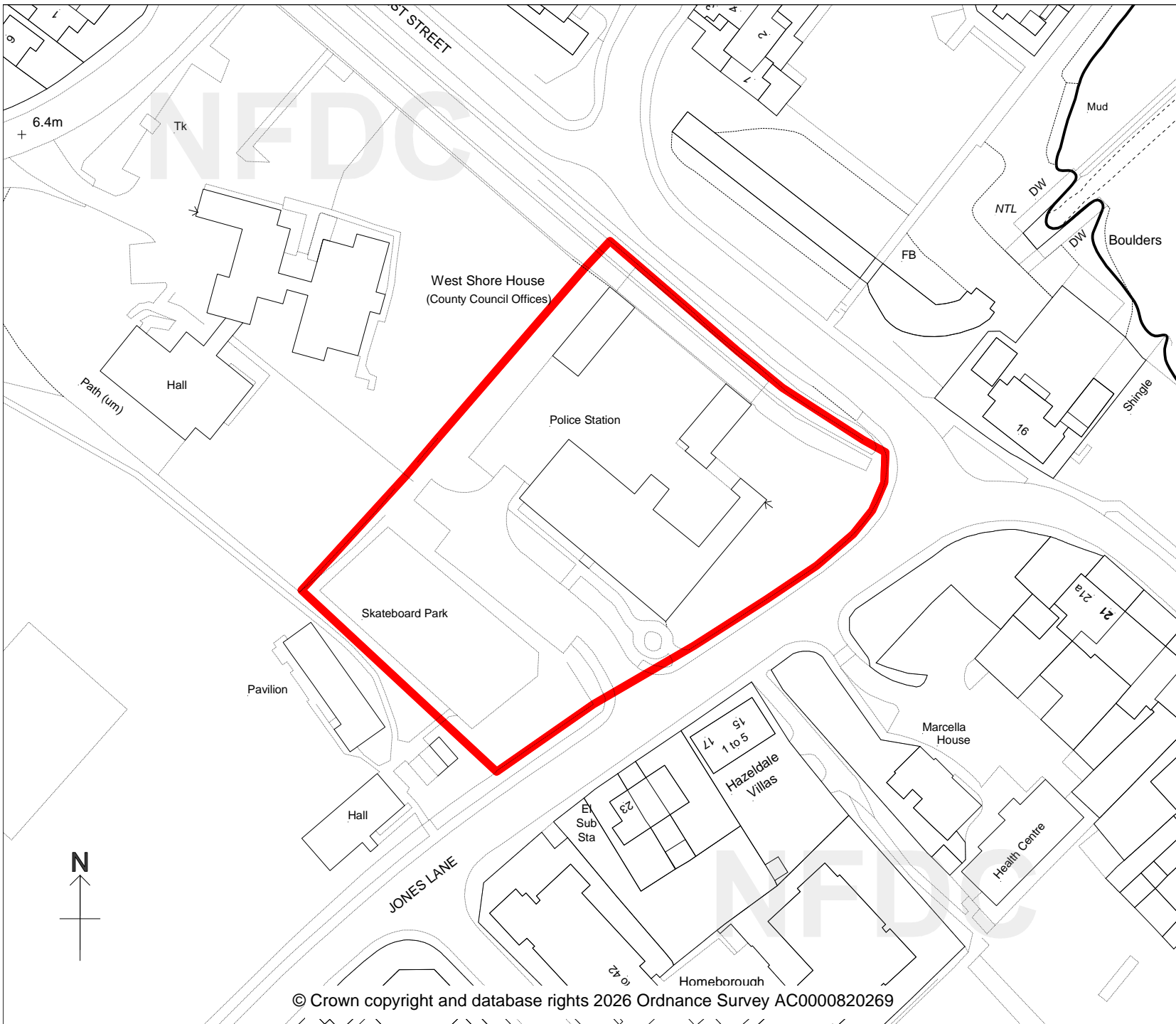
6. The signs hereby approved shall cease to be displayed and shall be removed from the site on or before **19 December 2028**.

Reason: The signs are justified only for a temporary period, and a longer-term display would result in unjustified harm to the visual amenities of the area.

**Further Information:**

Graeme Felstead

Telephone:



# New Forest

DISTRICT COUNCIL

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## PLANNING COMMITTEE

May 2026

Police Station  
 Jones Lane  
 Hythe  
 25/11155

Scale 1:1000

N.B. If printing this plan from the internet, it will not be to scale.