

**Application Number:** 25/10974 Advertisement Consent  
**Site:** LAND EAST OF, EVERTON ROAD, HORDLE  
**Development:** Display 2 no. non-illuminated entrance totem sign with flagpoles; 2 flags; 4 other non-illuminated totem signs for a temporary period of up to 3 years (Application for Advertisement Consent)  
**Applicant:** Bargate Homes Ltd  
**Agent:**  
**Target Date:** 26/12/2025  
**Case Officer:** Hannah McDougall  
**Officer Recommendation:** Grant (Advert)  
**Reason for Referral to Committee:** Parish Council contrary view

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## 1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) Amenity
- 2) Public Safety

## 2 SITE DESCRIPTION

The site comprises Land East of Everton Road, Hordle which is allocated in the Local Plan Part 1 2016-2036: Planning Strategy as Strategic Site 9. The site has planning permission for 97 dwellings and is currently under construction. The main site access is from Everton Road, with the other side of the road consisting primarily of detached chalet bungalows in a variety of materials.

## 3 PROPOSED DEVELOPMENT

The application seeks the display of two non-illuminated entrance totem signs at the site access off Everton Road along with 2 flags with the applicant's company name; The application also proposes four other non-illuminated totem signs directing visitors to the show home and areas for customer parking. The application seeks to retain the advertisements for a temporary period of up to 3 years.

## 4 PLANNING HISTORY

Proposal	Decision Date	Decision Description	Status
22/10958 Application for erection of Bat and Owl Mitigation Structure within proposed ANRG (Alternative Natural Recreational Greenspace) of application 21/11731 – Residential development of site for 97 dwellings, open space, ANRG and vehicular access via Everton Road, Hordle (SS9 Land east of Everton Road Hordle)	21/09/2022	Granted Subject to Conditions	Decided

21/11731 Residential development of site for 97 dwellings, open space, Alternative Natural Recreational Greenspace (ANRG), vehicular access via Everton Road 28/06/2023 Granted Subject to Conditions Decided

## 5 PLANNING POLICY AND GUIDANCE

### **Local Plan 2016-2036 Part 1: Planning Strategy**

Policy ENV3: Design quality and local distinctiveness

### **National Planning Policy** .

NPPF 2024

NPPG

Town & Country Planning Control of Advertisements (England) Regulations 2007

### **Plan Policy Designations**

New Housing Land Allocations

Built-up Area

## 6 PARISH / TOWN COUNCIL COMMENTS

### **Hordle Parish Council (Comment on revised plans)**

Parish 4. We recommend Refusal.

- Visual intrusion and wellbeing impact on residents adjacent to development already suffering impact.
- Bats have a significant colony in the substantial Bat House, which was a planning condition prior to any works on site. Flags would surely disrupt their echolocation and cause similar displacement to that publicly documented regarding small wind turbine impact.
- Advertising is for the company not the houses for sale.
- Properties are already advertised in local agencies, and online, and there are boards on the verges.
- Owls, birds and other wildlife habitats from the neighbouring SINC woodland will be greatly impacted by any uplighting despite the requirement from highways to “not exceed 400 candela per square metre”
- Urban scale/style advertising is excessive, out of proportion for the number of properties for sale and contrary to the rural character of the village.
- Other applications locally have been for 1 year. 3 years is a reduction but not significant enough.

## 7 COUNCILLOR COMMENTS

No comments received

## 8 CONSULTEE COMMENTS

Comments have been received from the following consultees:

**HCC Highways:** Comment only.

The Highway Authority were satisfied the application would not have significant highway safety impacts, provided a condition be included to restrict levels of illumination.

## 9 REPRESENTATIONS RECEIVED

There have been fourteen letters of objection received raising the following matters:

- the visual impact of the signs,
- the length they would be displayed for, and
- the potential impacts of flapping flags on aural amenity as well as birds and bats.

## 10 PLANNING ASSESSMENT

There is a separate consent process within the planning system that controls the display of advertisements. The Town & Country Planning Control of Advertisements (England) Regulations 2007 outline that advertisements should be subject to control only in the interests of amenity and public safety. This is also in accordance with paragraph 141 of the National Planning Policy Framework 2024. As such any concerns which do not relate specifically to public safety or amenity cannot be taken into consideration when determining this application for advertisement consent. Policy ENV3 of the Local Plan Part 1 2013-2036: Planning Strategy does not specifically relate to advertisements but is relevant as a broad-based policy that requires high standards of design which enhance local character, avoid visual intrusion, protect visual amenity, and do not impede highway safety.

As well as addressing the consideration of amenity and safety, para 141 of the NPPF also sets out that *"The quality and character of places can suffer when advertisements are poorly sited and designed"*.

### Amendments to the proposal

The initial proposal comprised 2no. entrance signs, 2 flags, and 8no. totem signs, all of which were externally illuminated. A temporary period of display of up to 5 years was requested.

The application has since been amended to remove the external illumination, meaning that all signs will be non-illuminated. Additionally, the number of non-entrance totem signs has been reduced from 8 to 4. The proposed temporary period of display is now 3 years.

### Amenity considerations

The proposed two entrance totems with flagpoles and flags are intended to advertise the development site from the public highway, the totem signs would be 2.9m tall and the flagpoles would extend to a height of 6m. There is a totem and a flag positioned to either side of the site access.

The remaining four totem signs are located within the development site to direct and inform customers and prospective purchasers. The additional totem signs are 1.3m tall and will identify show homes and customer parking. The signs are well designed with a suitable colour scheme which will not be overly intrusive within the street scene. Most of the signs are set within the construction site and will not have any impact on the wider visual amenity.

The initial proposal was for all the proposed signage to be externally illuminated. This would have been overly intrusive within the street scene and was considered

unacceptable. The applicant has since amended the proposal to remove the external illumination, meaning that all the proposed signage will be non-illuminated. As such, the size and positioning of the signs and flags as amended are considered to be acceptable in this location as temporary features.

The Parish Council has raised concerns relating to the proposed advertising being urban in character, meaning it would be contrary to the rural character of the village. However, the use of various signs advertising the sale of dwellings is considered a reasonable expectation for a temporary period on a development site of this scale. The entrance totem signs and flags would be the main element of this application visible from Everton Road. The totems are constructed of timber effect composite panels and the signage is comprised of white text on a dark green background. It is not considered that they would be overly urban in character, constitute significant harm to visual amenity, or disrupt the character of the village.

The Advertisement Regulation state that “amenity” includes both visual and aural amenity. In this case, the majority of the proposed signage is fixed and would not generate any noise. However, the two flag signs would flap in the wind and, therefore, are the only element of the proposal which could potentially generate noise amenity impacts; matters raised in third party representations. The application was discussed with the NFDC Environmental Health Officer, and it is considered that any noise generated by the flags is likely to be minimal and would not result in significant aural amenity impacts and harm to the surroundings.

The neighbouring properties are sited a sufficient distance from the proposed signage to mean that there would not be an adverse impact upon residential amenity in relation to outlook or loss of light.

The initial proposal requested that the signage be granted consent for a period of 5 years. However, this was considered to be an excessive time for the signage to remain in place given the period of construction for the development site and has now been amended to be a period of 3 years. The Parish Council has commented that they believe 3 years is still excessive and that 1 year would be a more suitable timeframe. However, the 3-year time period is considered acceptable and appropriate in this instance, and is in keeping with other advertising consents for large development sites in the District. A condition will be applied requiring the signage to be removed after period of three years from the decision date or until all the units are sold, whichever is sooner.

There have been several representations raising concerns relating to the proposed signage. Most of the concerns raised have been addressed by the amendments to the scheme which removed the illumination, reduced the number of proposed signs, and reduced the display period requested.

Thus, it is considered that the proposal would not result in detrimental amenity impacts and is therefore compliant with Policy ENV3 and paragraph 141 of the NPPF.

#### Public safety

The primary public safety consideration for this application is the matter of highway safety. The PPG at paragraph: 067 (Reference ID: 18b-067-20140306) advises that all advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety.

The PPG at paragraph: 068 (Reference ID: 18b-068-20140306) also advises that the main types of advertisement which may cause danger to road users are:

(a) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;

(b) those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature.

Hampshire County Council as Highway Authority was consulted on this application. They raised initial concerns relating to the levels of illumination of the signs but had no other identified concerns with the application. Since receiving this response, the scheme was amended to remove all external illumination of the signs. Most of the signs are well within the site confines and not visible from the public highway with those signs at the site entrance being set back sufficiently so as not to hamper visibility on entering or leaving the site. Given the positioning of the proposed signs and removal of the illumination, it is considered that the proposed development would not result in adverse impacts upon highway safety.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 also state that 'Public Safety' is not confined to just road safety. Crime prevention and detection are also relevant; the obstruction of highway surveillance cameras, speed camera and security camera by advertisements is now included. It is considered that the proposed signage has no impact upon any such equipment.

## **11 OTHER MATTERS**

A common concern raised by third parties related to the impact of the proposed flags upon local wildlife, particularly owls and bats. As this is an application for advertisement consent, this ecological matter cannot be a material consideration in the determination process which, as outlined in the Town & Country Planning Control of Advertisements (England) Regulations 2007, can only take matters of amenity and public safety into account.

The Parish Council raised concerns relating to whether the content of the advertisements was strictly necessary. As outlined in the Town & Country Planning Control of Advertisements (England) Regulations 2007, this matter cannot be taken into consideration as it is beyond the scope of both amenity and public safety.

## **12 CONCLUSION / PLANNING BALANCE**

The application has been considered against the relevant material considerations of amenity and public safety, including the development plan, relevant legislation, policy guidance, government advice, and the views of interested consultees and third parties.

The application is considered to raise no significant issues and is in accordance with the development plan. Thus, advertisement consent is recommended for a 3 year period.

## **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).

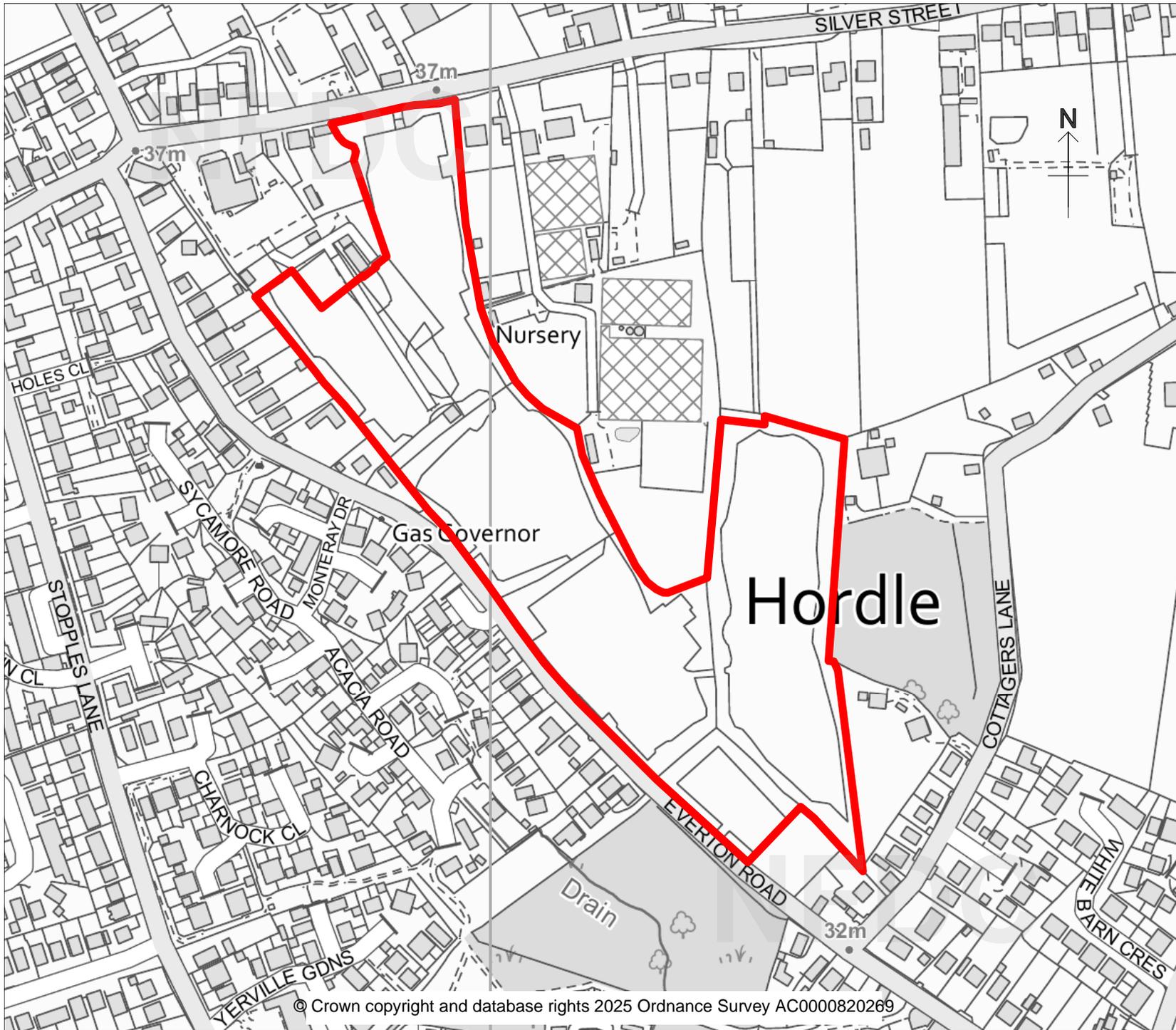
### **Proposed Conditions:**

6. All of the signage hereby approved shall cease to be displayed and shall be completely removed from the site within 3 years of the date of this decision or prior to the sale of the final dwelling on the site, whichever is the earlier date.

Reason: The signs hereby approved relate to the marketing of the residential development on the site and are only justified for a temporary period. A longer temporary permission or permanent permission would cause unjustified harm to the visual amenities of the area.

### **Further Information:**

Hannah McDougall  
Telephone: 02380 285632



# New Forest

DISTRICT COUNCIL

Tel: 023 8028 5000  
[www.newforest.gov.uk](http://www.newforest.gov.uk)

Mark Wyatt  
 Service Manager  
 Development Management  
 New Forest District Council  
 Appletree Court  
 Lyndhurst  
 SO43 7PA

## PLANNING COMMITTEE

January 2026

Land East of Everion Road  
 Hordle

25/10974

Scale 1:3500

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