

Application Ref: A/25/99352

Site Address: Land west of Burnetts Lane, Eastleigh, SO30 2HH

Case Officer: Gregg Chapman

Description: Erection of site hoarding, two welcome entrance signs, and 14 fixed flags to be installed on lampposts.

Particular Site Constraints?	Yes ☒	No ☐
Partly within Urban Edge, partly outside of Urban Edge. Sites with planning Permission Footpath Network		

Planning History?	Yes ☒	No ☐
Most relevant history: O/20/89498 - Outline: phased mixed use development comprising up to 2500 residential units in total; a primary Local Centre (and supporting secondary local centres) comprising mixed use residential/retail/leisure /community/employment /day nursery/food establishment uses; office, commercial and industrial uses; a primary school, public open space including formal sports facilities and informal provisions; relocation of solar panels; key infrastructure and utilities provision including new roads, footpaths and cycle paths and improvements to the existing road junction at Fir Tree Lane/Burnetts Lane; and ecological, landscape, site preparation and demolition works (All matters reserved except access) – Pending Determination F/20/89500 - Erection of 381 residential units with public open space, hard and soft landscape works, internal roads, footway/cycleways, associated parking spaces, substation, SuDS and associated infrastructure (This application is subject to Environmental Impact Assessment). – Approved, 5.12.22 F/21/91185 - Construction of link road, cycleways, drainage, landscaping between Burnetts Lane and Allington Lane – Approved, 29.09.22.		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Parish Council	No objection		
Ramblers Association	Objection - The northern end of the proposed hoarding would appear to obstruct Footpath No 703 Fair Oak and Horton Heath. Although the path is temporarily closed until 30 September 2026 your Council's intention would appear to be to implement the 2022 Diversion Order before that date so we refer you to that Order and the Definitive Map.		
Hampshire Highways:	No response		
Environmental Health	No objection		

Site Visit:	Yes ☒	No ☐
Details: 10.06.25		

Legislation:

Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 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.

Policy:

National Planning Policy Framework Planning Practice Guidance

Development Plan:

Eastleigh Borough Local Plan 2016-2036

The most relevant policies are S1 “Delivering Sustainable Development”, S13 “Strategic Footpath/Cycleway/Bridleway”, DM1 “General Criteria for New Development”, DM3 “Adaption to Climate Change”, DM5 “Managing Flood Risk”, DM24 “Housing Sites and Residential Led Mixed Use Development with Planning Permission”, DM33 and DM34 (Existing Recreation, Allotment and Open Space Facility”, HH1 “Land west of Horton Heath”.

Assessment:

The site is currently under construction in accordance with permission F/20/89500 as part of a wider mixed use retail and residential scheme. The application seeks consent for the erection of flag adverts on lampposts (at regular intervals and totalling 14 flags), site hoarding adverts around the construction site and two welcome signs all related to the new development and new road.

The proposed adverts consist of shades of green and shades of red/pink/burgundy, with predominantly white lettering, images of example buildings and people, and giving details of the residential development proposed. The adverts would not be illuminated.

Visual amenity

The proposed adverts would introduce text and visual images onto hoarding and on flags attached to lampposts, which would be visible from the new road when this is opened to the public. While some of the adverts would be visible from neighbouring property at longer views, and new homes, such views would be in the context of the development site.

The adverts are not proposed to be temporary, however, the standard advert conditions give a consent period of five years only. The hoarding is likely to have been removed by this period, and whilst the flags and welcome signs may be retained for a longer period, the consent is only for five years.

Given the temporary nature of the adverts, the fact that they would not be illuminated, and as they relate to a new development area, where such paraphernalia may be reasonably expected, it is considered that they would not result in a significantly detrimental impact on the visual amenity of the surrounding area such as to warrant refusing the application for advert consent. In addition it is not considered that there would be a detrimental impact on residential amenities.

Public Safety

While the extent of the hoarding on which the adverts would be erected is relatively long due to the size of the site, and the number and spacing of flags is such that they would be spread along the new road, the text to be contained on the adverts is relatively limited and easy to read due to its size.

As such it is considered that there would not be an adverse impact to highway safety or the safety of the public.

Other Matters:

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.

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 and development plan 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 emerging 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.

Conclusion:

Recommendation:	CONSENT ☒	REFUSE ☐
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It is considered that the proposed advertisements are acceptable and comply with the relevant local plan policies and requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.