

DELEGATED ADVERT REPORT

Application Ref: A/25/100354

Site Address: PAVEMENT OPPOSITE 43 LEIGH ROAD, EASTLEIGH, SO50 9DF

Case Officer: Katie Lasham

Description: The installation of 1no. BT Street Hub and removal of the 1no associated BT payphone.

Particular Site Constraints?	Yes ☒	No ☐
• Eastleigh Town, District and Local Centres and Neighbourhood Parades • Primary Shopping Zone • Eastleigh town centre boundary • Within the urban edge • Within proximity of Historic Park • Within proximity of Eastleigh War Memorial Grade II Listed Building • Within proximity of Locally Listed Buildings including the Bandstand and Comrades Club (55 Leigh Road).		

Planning History?	Yes ☒	No ☐
A full planning application has been submitted in tandem with this advert application to support the necessary planning permissions: F/25/100259: The installation of 1no. BT Street Hub and removal of the 1no associated BT payphone. Approved. <u>Nearby site with similar proposal at 13 Leigh Road:</u> A/25/98749 – Display of an internally illuminated digital advertised communication hub unit with defibrillator. Refuse 07/02/2025. Appeal allowed ref: APP/W1715/Z/25/3363432. F/24/98494 - Installation of an internally illuminated digital advertised communication hub unit with defibrillator. Refuse 07/02/2025. Appeal allowed ref: APP/W1715/W/25/3363431. <u>Nearby site with similar proposal at 44-50 High Street:</u> A/25/98752 – Display of an internally illuminated digital advertised communication hub unit with defibrillator. Refuse 07/02/2025. Appeal allowed ref: APP/W1715/Z/25/3363430. F/24/98496 - Installation of an internally illuminated digital advertised communication hub unit with defibrillator. Refuse 07/02/2025. Appeal allowed ref: APP/W1715/W/25/3363428. <u>Nearby site with similar proposal at Pavement o/s Swan Centre Car Park:</u> A/25/98751 - Display of an internally illuminated digital advertised communication hub unit with defibrillator. Refuse 20/12/2024. Appeal allowed ref: APP/W1715/Z/25/3363434 F/24/98495 - Installation of an internally illuminated digital advertised communication hub unit with defibrillator. Refuse 20/12/2024. Appeal allowed ref: APP/W1715/W/25/3363433		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	None		

Parish Council:	No Comment
Ecology	No objection. There are records of bats in the area however due to the area already comprising existing street lighting, the low level of lighting emitted by the BT Street Hub is not of concern. The proposal does not require a legislative mandatory 10% biodiversity net gain however biodiversity enhancements are required in accordance with Local Plan Policy DM11 and the NPPF. Specific enhancements should be agreed with the Street Scene team.
Landscape Officer	The landscape officer requested the double-sided advert board be restricted to 300candelas between dawn and dusk to minimise visual prominence during darker hours.
Hampshire Highways	Object to proposal on the basis it is contrary to the local and national policy which seeks to prioritise sustainable transport modes. The Highway Authority believe that the hubs are primarily an advertising board primarily generating revenue and therefore are not within the spirit of the New Roads and Streetworks Act and therefore advise the applicant they would require a suitable license for installation with agreement on how these would be maintained.
Heritage	No objection as proposal is not within the setting nor does not it create harm onto the Grade II Listed Building.
Environmental Health	No objection to light / luminance emitted from the double-sided advert subject to appropriate condition.

Site Visit:	Yes ☒	No ☐
Details: 18/12/2025		

Policy:
National Planning Policy Framework National 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 E3 and DM1. Supplementary Planning Documents: Quality Places; Character Area Appraisals; Eastleigh Town Centre Vision (2014). Legislation: Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:- "A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular: • In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there; • In the case of public safety: The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome; Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air. In determining

an application for consent for the display of advertisements or considering whether to make an order revoking or modifying a consent, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is required or granted.”

Assessment:

Summary of site and proposal

The application site includes an existing telephone box and an area of pavement located opposite no.41 Leigh Road, within a large pedestrianised area of the town centre of Eastleigh. This site is located close to where the junction of Leigh Road meets High Street and the exact siting is within three metres of a vehicular loading bay parking space with the road beyond. It is in proximity of Leigh Road Recreation Ground which is a Historic Park and Garden and a Grade II Listed Building of Eastleigh War Memorial is located within the park. Locally Listed Buildings including the Bandstand within Road Recreation Ground and The Comrades Club (55 Leigh Road) are also located within the vicinity of the site. The existing street furniture in this area includes the existing telephone box, benches, Sheffield bike stands, bollards, lampposts, signage, circular benching surrounding a large tree, mature trees, a statue and bins. Intermittent market days occur in this pedestrianised area and just beyond this open space are a range of shops and a shopping centre serving the local community.

This advert application is submitted in tandem with a full planning application which together propose the removal of the existing BT telephone box to be replaced with a BT Street Hub that will create a double-sided 75inch digital advert display that provides free Wi-Fi and phone calls. This application relates to the advert component of the proposal and the full planning application (planning ref: F/25/100259) relates to the structure / hub that would house the double-sided advert.

Relevant to this proposal are three appeals which have been allowed in Eastleigh Town Centre locations for proposed internally illuminated digital advertising communicating hubs, which are duly considered within this report.

Principle of development

The development is within the urban edge where the principle of development for adverts is considered acceptable in accordance with Policy S2 of the Local Plan. The principle of an advert in this location is also already accepted as the existing telephone box to be replaced provides advertising, albeit not digital.

Character and appearance of the area

As per the above listed advert regulations, impacts an advert can have with regards to amenity i.e. the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest are to be considered.

The double-sided digital adverts are visible from a range of viewpoints across the town centre and as such the level of luminance is of particular importance to ensure it is not unduly prominent in its appearance, particularly at nighttime when the contrast of the digital advert against its surroundings is most stark. For this reason, a condition has been added (Condition 4) to restrict the levels of luminance to 300candelas from dawn to dusk and 2,500candelas during the daytime. The surrounding area is lit at night due to the existing streetlamps in close proximity so the principle of a lit digital advertising board is acceptable, however with this condition in place, it will safeguard visual amenity of the area at all times of day and ensure that no unacceptable levels of luminance are created. Furthermore, Pilkington OptiView glass is to be used which comprises an integrated ambient light sensor

that adapts the luminance of the display to the environmental lighting conditions and has a light reflection of 5%, minimising glare.

The double-sided digital advert board is to be located within the proximity of a historic park; due to the separation distance between the advert screens and the park with a backdrop of mature trees and as this advert screen replaces existing street furniture, it is not considered to create a harmful impact on the setting of the historic park. The conservation officer has confirmed the Grade II Listed War Memorial is a sufficient distance away from the proposed BT Street Hub to ensure its heritage significance and its setting is preserved. The Locally Listed Buildings are also a suitable distance away to be safeguarded from this proposal.

Overall, the digital advertising board is acceptable to preserve the character and appearance of the area and will preserve the designated and non-designated heritage assets in accordance with Policies E3, DM1 and DM12 of the Local Plan.

Amenity

There will be no adverse or unacceptable impact upon the amenity of neighbouring uses or occupiers by way of loss of light, loss of privacy or overbearing impacts, with the location of the new unit set sufficiently far away from neighbouring properties.

The environmental health officer raised no objection to the proposed double-sided advert boards subject to appropriate conditions relating to the control of luminance levels. Condition 4 restricts the levels of luminance at different times of day whereby the advert shall not exceed 300 candelas per square metre (cd/m²) between dusk and dawn or 2500 candelas per square metre (cd/m²) during the day in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professionals' 'Professional Lighting Guide 05: The Brightness of Illuminated the Advertisements', safeguarding the amenity of visitors to the town centre and neighbouring commercial and residential occupiers. The condition also requires the unit to automatically dim and have daylight saving sensors to change the brightness of the screen depending on the time of the day.

Condition 5 restricts the advert display from creating any moving images, Condition 6 requires an advert to stay on the screen for at least 10 seconds to minimise any flashing between adverts and Condition 7 ensures the change between each advert shall take no longer than one second, to further minimise any impacts on amenity. With these conditions in place, amenity is preserved in accordance with the aims of Policies DM1 and E3 of the Local Plan.

Highway Safety

This application only proposes the digital advert, not the unit it is to be housed. Hampshire Highways have objected to the proposal due to the new unit itself restricting sustainable transport modes around the unit but no concern has been raised in relation to the digital advert boards causing highway safety issues.

The BT Street Hub is within proximity of the road and the junction where High Street meets Leigh Road. The advert is located at an orientation where it is parallel to the road to ensure that the adverts do not face directly onto the road. To ensure drivers on the nearby road will not be visually impaired when driving near the advert board, a condition has been added to control the level of luminance of the digital advert board, restricting it to 300 candelas at night and 2,500 candelas during the day. Condition 7 has been added to ensure that the change between adverts takes less than one second with no visual effects to minimise any highway safety issues and Condition 8 restricts adverts from having any images that resemble road traffic signs to not confuse or distract vehicle users.

Sufficient space is retained around the digital advertising boards to allow continued safe use of sustainable transport modes. For these reasons, the scheme is in accordance with the aims of Policy DM1 of the Local Plan.

Impact on trees

There will be no adverse impact upon trees or other natural features worthy of retention with existing utilities serving the telephone box that can be utilised for the street hub without requiring further below ground intervention, in accordance with the aims of Policy DM11 of the Local Plan.

Impacts on ecology

The ecology officer has raised no objections to the proposed digital advertising board due to the low levels of luminance proposed and as the site is already well lit from surrounding streetlamps and buildings. The officer requested a biodiversity net gain is provided in line with Policy DM11 of the Local Plan, however due to the limited extent of red site line boundary area for providing biodiversity net gain, it is not reasonable to require a biodiversity net gain for this proposal. There are no likely significant impacts on the SPA.

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; (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.

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:		
Recommendation:	PERMIT ☒	REFUSE ☐
Comments ...		