

ALAN OSBORNE
TSOC
PACIFIC HOUSE
ATLAS BUSINESS PARK
SIMONSWAY,
WYTHENSHAW
MANCHESTER
M22 5PR

Application	A/25/100354
Please ask for	Katie Lasham
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Friday 16 January 2026

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No. A/25/100354

In pursuance of their powers under the above Act and in accordance with your application received on Monday 3 November 2025 the Council, as Local Planning Authority hereby **Consent To The Advert Display** the following :

Description:	The installation of 1no. BT Street Hub and removal of the 1no associated BT payphone.
Site:	PAVEMENT OPPOSITE 43 LEIGH ROAD, EASTLEIGH, SO50 9DF

Subject to due compliance with the following conditions:

- 1 The development hereby permitted shall start no later than three years from the date of this decision.

Reason: To comply with Section 91 of the Town and Country Planning Act 1990.

- 2 The development hereby permitted shall be implemented in accordance with the following plans numbered: Location Plan 001 rev A, Proposed Site Plan 002 rev A, Existing and Proposed Elevations 003 rev A, Proposed BT Street Hub Elevations 003 rev A.

Reason: For the avoidance of doubt and in the interests of proper planning.

- 3 The materials to be used must match as closely as possible, in type, colour and texture those listed on Page 11 of the submitted document titled "Street Hubs Beyond Connection" Version 2 dated September 2024 and Page 1 of the submitted document titled "BT SH 3.0 Screen Testing for CCTV Overexposure & Glare (March 2025)".

Reason: To ensure a satisfactory visual relationship of the new development to the local area and for amenity.

- 4 The intensity of the illumination of the two digital display screens 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 Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated the Advertisements'. The unit will automatically dim and have daylight saving sensors, which will change the brightness of the screens depending on the time of day. If there are any issues with the unit or screen, it will be made blank depending on the issue that has presented.

Reason: In the interests of highway safety/amenity.

- 5 The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements) of any kind.

Reason: In the interest of amenity and highway safety.

- 6 The minimum display time for each piece of content on the digital display screens shall be 10 seconds.

Reason: In the interest of amenity and highway safety.

- 7 The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

Reason: In the interest of amenity and highway safety.

- 8 No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

Reason: In the interest of amenity and highway safety.

Note to Applicant: In accordance with paragraph 39 of the National Planning Policy Framework (December 2024), Eastleigh Borough Council takes a positive approach to the handling of development proposals so as to achieve, whenever possible, a positive outcome and to ensure all proposals are dealt with in a timely manner.

Yours faithfully

A handwritten signature in black ink that reads "N. Parker". The signature is written in a cursive style with a horizontal line underneath the name.

Nicholas Parker
Planning Manager

N.B. See Attached Notes