

Application Number: A/25/100181
Case Officer: Dorothy Hei-Tung-Hoh
Received Date: Thursday 2 October 2025
Site Address: BEAUFORT HOUSE, HAMBLE LANE, BURSLEDON,
SOUTHAMPTON, SO31 8BR
Applicant: Amanda Feehan
Proposal: Installation of one externally illuminated LED advertisement

Recommendation: Consent To The Advert Display (subject to conditions)

CONDITIONS AND REASONS

- 1 The advertisement consent hereby granted shall be implemented in accordance with the following plans: Location Plan, Block Plan, JF28624 - Sign Dimensions and Image (1), and JF28624 - Sign Dimensions and Image (2).

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

- 2 This consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

a) No advertisement to be displayed without the permission of the owner of the site (this includes land or buildings where the advertisement is displayed), or any other person with an interest in the site entitled to give permission.

b) The siting or display of an advertisement is prohibited if it endangers anyone using any highway, railway, waterway, dock, harbour or aerodrome (civil or military), or would obscure or hinder the ready interpretation of any traffic sign, railway sign or aid to navigation by water or air. It also prohibits the siting or display of an advertisement that would hinder the operation of any device used for the purpose of security or surveillance (such as closed circuit television cameras), or for measuring the speed of any vehicles (speed cameras or other speeding measuring devices).

c) The advertisement and any land or building used for the purpose of its display to be maintained in a reasonably clean and tidy condition so that it does not impact the visual amenity of the site.

d) Any structure or hoarding used for the display of advertisements to be maintained in a safe condition that does not endanger the public.

e) Following the removal of advertisement the site shall be left in a condition that does not endanger the public and in a reasonably clean and tidy condition so that it does not impact the site's visual amenity.

Reason: To comply with the advertisement regulations.

- 3 The illumination of the consented digital sign shall not exceed 5,000 cd/m² during daylight hours, and a nighttime (curfew) luminance of 1,000 cd/m². The digital sign shall display static images only, with any change between images limited to no more frequently than once every 10 seconds and occurring instantaneously without any animation, scrolling, fading, or transitional effects. The display of video or moving images shall not be permitted where the sign is visible to drivers.

Reason: In the interests of highway safety and amenity.

- 4 Prior to the display of the approved digital sign, any other advertisement signage on the same elevation shall be removed, unless otherwise agreed in writing by the Local Planning Authority.

Reason: In the interests of visual amenity.

- 5 The digital sign shall only be illuminated and operated between the hours of 07:00 and 22:00 daily and shall not be illuminated outside of these hours.

Reason: In the interests of highway safety and amenity.

- 6 The digital sign shall be properly maintained at all times. Any malfunction, including excessive brightness, flickering, unintended illumination, or failure of the brightness control system, shall be rectified as soon as reasonably practicable.

Reason: In the interests of highway safety and amenity.

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.

Report:

1. This application has been referred to the Committee by Cllr Holes, Cllr Craig, Cllr Cross, Cllr Bains and Cllr O'Sullivan.

Site Characteristics and Character of the Locality

2. The application site is located in the northern part of Bursledon and occupies a prominent position adjacent to Hamble Lane, in close proximity to a busy

roundabout serving the Tesco Extra store, with direct connections northwards to the M27 and southwards towards Hamble-le-Rice.

3. The site forms part of a mixed-use area characterised by a combination of supermarket, commercial, healthcare and residential uses, and is subject to significant levels of vehicular movement along the surrounding highway network.
4. The site comprises two-storey buildings accommodating a range of commercial and healthcare-related uses, including a dental practice and a chiropractic clinic, together with associated hardstanding areas providing parking and access.

Description of Application

5. The application seeks advertisement consent for the installation of one externally illuminated digital LED sign mounted on the existing building at Beaufort House. The proposed sign would measure approximately 2.88 metres in width and 0.96 metres in height and would be positioned at a height of approximately 4.36 metres above ground level. The sign would be affixed to the brick façade facing the adjacent roundabout.
6. The digital sign would be used to display static images only, relating to businesses operating within the site. Each image would remain static for a minimum duration of 10 seconds, with any change between images occurring instantaneously and without transitional effects. The display of animation, video, or moving content would be prohibited.
7. The sign would be fitted with an ambient light sensor to automatically regulate brightness levels, with maximum luminance limited to 5,000 cd/m² during daylight hours and 1,000 cd/m² during nighttime periods. The proposed hours of operation would be between 07:00 and 22:00 daily.

Relevant Planning History

- F/08/63995 - Change of use from offices (B1) to dental practice (D1) - Permit - 19/12/2008
- F/14/74068 - Provision of external lighting - Withdrawn (ret'd undetermined)
- F/14/75306 - Change of use of ground floor from dental surgery (class D1) to beauty salon and non surgical cosmetic clinic (Sui Generis) (amended description) - Permit - 26/11/2014
- A/18/83648 - Retention of 3no. externally illuminated free-standing signs, 1no. non-illuminated free standing sign and 1no. non illuminated wall mounted sign - Consent To The Advert Display - 21/09/2018
- A/18/83651 - Retention of 1.no externally illuminated wall mounted sign on western elevation and 1.no externally illuminated free standing sign at entrance. - Consent To The Advert Display - 25/09/2018

Representations Received

8. None received.

Consultation Responses

9. **Parish Council:** Bursledon Parish Councillors objected to this application due to concerns that the screen would be a distraction to drivers using the roundabout and would cause disturbance to local residents.
10. **Enforcement:** The Council's Enforcement Team has raised an objection to the proposal. Their concerns relate to the existing volume of advertisements present at the site, noting that the site has been subject to previous enforcement investigations. It is considered that the introduction of an additional advertisement would be unnecessary and could result in harm to the amenity of the locality.
11. **Hampshire County Council (HCC) Highways:** HCC Highways raises no objection to the proposal from a highway safety perspective, subject to conditions. In particular, conditions are recommended to control the luminance levels of the digital sign, limit the frequency of image changes, and prevent the display of video or moving content, in the interests of highway safety and amenity.

Policy Context and Designations Applicable to Site

- Within the Urban Edge
- Within Built-up Area Boundary

Development Plan Local Plan Policies

12. Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise.

Submitted Eastleigh Borough Local Plan 2016-2036

The most relevant policies are:

Strategic policies:

- S1 (Sustainable Development); &

Development Management policies:

- DM1 (General Development Criteria); &
- DM13 (General Development Criteria – Transport)

National Planning Policy Framework and Guidance:

13. The latest iteration of the National Planning Policy Framework (the NPPF or Framework) was published in December 2024 and as set out within paragraph

231, the policies contained within it are material considerations which should be taken into account in dealing with applications from the day of its publication.

14. Of particular relevance to this application are Paragraph 141 of the NPPF which relates to the display of advertisements and states that:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

15. The Planning Practice Guidance provides additional guidance in support of the policies within the Framework and is also a material consideration in the determination of the application.

Legislative Background

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

Regulation 4 states:

In determining an application for consent for the display of advertisements, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is requested.

Assessment

Public and Highway Safety

17. The application site occupies a prominent position adjacent to Hamble Lane and in close proximity to a busy roundabout. Given the volume of traffic using this junction, careful consideration has been given to the potential impact of the proposed digital advertisement on highway safety, in particular the risk of driver distraction.
18. HCC Highways has assessed the proposal and raises no objection from a highway safety perspective, subject to conditions. In this regard, the HCC Highways has recommended controls to limit the maximum luminance of the sign to 5,000 cd/m² during daylight hours and 1,000 cd/m² during nighttime periods, to restrict the display to static images only with a minimum duration of 10 seconds per image, and to require that any change between images occurs instantaneously without transitional effects. The display of video, animation or moving content would be expressly prohibited. These measures are considered appropriate to ensure that the sign would not appear overly bright, visually intrusive or distracting to drivers.
19. The proposal would also incorporate an ambient light sensor to automatically regulate the brightness of the sign in response to prevailing light conditions, ensuring that illumination levels are appropriately reduced during darker periods. Furthermore, the hours of operation would be limited to between 07:00 and 22:00 daily. The applicant has confirmed that the digital signage system is capable of operating in accordance with these requirements.
20. Having regard to the nature of the proposal, the highly controlled form of display, and the conditions recommended by the HCC Highways, it is considered that the proposed digital sign would not result in an unacceptable impact on highway or public safety.

Amenity

21. In considering the impact of the proposal on amenity, regard has been had to the visual characteristics of the locality and the effect of the advertisement on its immediate surroundings. In this respect, amenity is generally understood to relate to the effect on visual amenity within the neighbourhood where residents, visitors, or passers-by would be aware of the advertisement, having particular regard to the local context.

22. The application site is located within a mixed-use area adjacent to a busy main road and roundabout, where the character of the locality is strongly influenced by significant vehicular movement and the presence of large-scale commercial development, including the nearby Tesco Extra store. The buildings within the site accommodate commercial and healthcare uses and already display a number of signs, such that signage forms an established feature of the street scene in this location. The area is therefore not characterised by a quiet or visually sensitive environment.
23. Concerns have been raised by the Council's Enforcement Team regarding the cumulative volume of advertisements at the site. This concern is acknowledged. However, the proposal relates to a single wall-mounted digital sign affixed to an existing commercial building façade where signage is already present. Compared to the existing signage, the proposed sign would be smaller in size and scale and would not involve the introduction of freestanding structures or multiple additional signs. The scale, siting, and design of the sign are considered proportionate to the host building and compatible with the prevailing character of the area. To prevent visual clutter and cumulative impacts, a condition is recommended requiring the removal of any other externally advertisement signage on the same elevation prior to the display of the approved digital signage.
24. The visual impact of the sign would be further moderated through strict controls over illumination, content, and hours of operation. The display would be limited to static images only, with instantaneous changes between images and no animation or video content. An ambient light sensor would automatically regulate brightness levels in response to ambient conditions, with luminance capped during both daytime and nighttime periods, and the hours of operation restricted to between 07:00 and 22:00 daily. These measures would ensure that the sign would not appear unduly prominent or visually intrusive within the street scene.
25. Whilst residential properties are located in the wider vicinity of the site, the sign would not directly face any residential properties. The separation distances involved, together with the commercial context of the area and the proposed illumination controls, are such that the proposal would not give rise to undue light spill or visual disturbance. On balance, it is considered that the proposal would not result in unacceptable harm to visual or residential amenity.

Equalities Implications:

26. 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.

27. 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:

28. In conclusion, having regard to the mixed-use character of the area, the modest scale and siting of the proposed wall-mounted digital sign, the strict controls proposed over illumination levels, content, image changes, and hours of operation and the removal of existing signage, it is considered that the proposal would not result in unacceptable harm to visual or residential amenity. Furthermore, in light of the no objection raised by the HCC Highways, subject to conditions, the proposal is not considered to give rise to an unacceptable impact on public or highway safety. On this basis, and subject to appropriate conditions, the proposal is considered to comply with the Eastleigh Borough Local Plan (2016-2036), and the contents of the National Planning Policy Framework (2024). Therefore, advertisement consent is recommended for approval.

