DELEGATED OFFICER REPORT

PROPOSAL	**Advertisement Consent for proposed installation of 1no. new BT Street Hub, incorporating 2no. digital 75" LCD advert screens, and associated BT Phone Kiosk removals**
LOCATION:	Pavement o/s 250 London Road, Waterlooville, PO7 7HG
REFERENCE NO:	APP/25/00949
APPLICANT:	Mr Simon Warner
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	17/12/2025
APPLICATION EXPIRY DATE:	11/12/2025
WARD:	Waterloo

SUMMARY RECOMMENDATION: Approve with Conditions

1. Site Description

1.1 The site consists of a pavement located on London Road in Waterlooville town centre. The site is surrounded by commercial uses at ground floor level with some residential accommodation above.

1.2 The area of pavement in question is surrounded by a variety of street furniture including litter bins, post box, benches, cycle hoops, street lights and a bus stop. The adjacent vehicular highway is restricted as a bus route and vehicles over 5 tonnes, it is not open to full vehicular traffic.

1.3 The site is not located in a Conservation Area and there are no listed buildings nearby.

2. Planning History

APP/25/00833 Proposed installation of 1no. new BT Street Hub, incorporating 2no. digital 75" LCD advert screens, and associated BT Phone Kiosk removals Currently under consideration

3. Proposal

Advertisement Consent is sought for the proposed installation of 1no. new BT Street Hub, incorporating 2no. digital 75" LCD advert screens.

4. Policy Considerations

In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, this decision has been taken having regard to the policies and proposals in the National Planning Policy Framework, the Development Plan, and all other material planning considerations identified in the Planning Considerations section of the report.

Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)
DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014
AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements

Listed Building Grade: N/A
Conservation Area: N/A

5. Statutory and Non Statutory Consultations

Environmental Health

No comment received

County Highways Team

Thank you for consulting the Highway Authority on the above planning application. The Highway Authority wishes to make the following comments.

The proposed street hub is situated in the centre of a footway along London Road. Both national and local policy in the form of the Havant LCWIP and HCC Local Transport Plan 4 (LTP4) seek to prioritise pedestrian and cycle movements and provide a transport system which puts people first. The location of the street hub would result in an impediment in the pedestrianised area which is subject to high pedestrian footfall.

The Highway Authority believe that these hubs are primarily an advertising board, with the purpose of generating revenue for the operator/owner and are therefore not within the spirit of the New Roads and Streetworks Act. The Highway Authority therefore advise the applicant that they would require a suitable license or highways agreement for installation and agreement on how these would be maintained, or that the applicant provide further information should they disagree with this.

The Highway Authority raises an objection to the proposed development on the basis that it is contrary to local and national policy which seeks to prioritise sustainable modes of transport.

Officer Comment: *The Highway Authority (HA) was consulted and initially raised an objection to the proposal. However, following a further review, the HA withdrew its objection in respect of the associated planning application for the Street Hub (ref. APP/25/00828), confirming that there are no highway reasons for refusal as the proposed location would result in only minimal obstruction to pedestrian movement. The HA was subsequently invited to provide updated comments on this advertisement consent application, but no further response has been received.*

6. Publicity and Community Involvement

This application was publicised in accordance with the Council's Local Code of Corporate Governance and the Statement of Community Involvement.

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice	Site Notice 26.11.2025	26/11/2025	17/12/2025	Is advertised in the public interest

Neighbouring properties consulted (as defined by the Statement of Community Involvement)

Number consulted: 19

No comments received.

Cllr R Brent No comment received
Cllr G Robinson No comment received
Cllr P Wade No comment received

Material planning considerations are addressed in Section 7.

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

(i) Impact upon the character of the area
(ii) Highway safety
(iii) Effect upon residential amenity

(i) Impact upon the character of the Area

7.2 The Planning Practice Guidance indicates that 'visual' and 'aural' amenity should be taken into account. Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and should not result in a cluttered appearance. In this case there would be no aural sound from any of the proposed signs, and the PPG indicates that it is the visual effect on the immediate

neighbourhood where passers-by will be aware of the advertisement that should be taken into account.

7.3 The proposed Display of two digital 75 inch LCD display screens, one on each side of the Street Hub unit would not appear out of character within the setting of London Road which is commercial in nature, with two/three-storey buildings on both sides of the Road providing food, financial and professional services. The modern, screen-dominated aesthetic would therefore not appear out-of-keeping within the setting of the surrounding local commercial premises. The proposed display of two digital 75 inch LCD display screen would not create additional clutter as it would replace the existing telephone box. The proposed screens would be positioned away from windows in the adjacent buildings on either side of London Road, including from any first-floor residential accommodation above.

7.4 The digital nature of the proposed advertisements can be found elsewhere in the Borough and neighbouring locations, typically on certain bus stops. Such digital advertisements can have the potential to appear excessively bright, most notably at nighttime. As such it is considered necessary to impose conditions to restrict the maximum luminance levels in accordance with national guidelines. In the interest of safeguarding the visual amenities of the area, further conditions shall be imposed to ensure there are no moving images; the minimum display time is 10 seconds with the interval between successive displays being instantaneous and that the display will switch off in the event of a malfunction.

7.5 In summary, the proposed advertisements are not considered to be out of character with the surrounding area and therefore not detracting from the visual amenity of the area. Subject to conditions, ensuring the proposed advertisements are appropriately illuminated and suitable advertisements are shown, the proposal is in conformity with Section 141 of the NPPF (2024) and Local Plan Policy CS16 and DM21.

(ii) Highway safety

7.6 The Highway Authority's (HA) initial objection related primarily to the siting of the Hub structure rather than the advertisements displayed on it. Following further review, the HA withdrew its objection to the associated planning application for the Street Hub itself, confirming that the proposed location would result in only minimal obstruction to pedestrian movement. The HA was asked to comment specifically on this application for advertisement consent but has not provided further comments.

7.7 For the purposes of advertisement control, the key consideration is whether the advertisements—in terms of luminance, display behaviour and content—would give rise to any highway safety concerns.

7.8 Digital advertising displays have potential to cause distraction if overly bright, animated, or rapidly changing. In this case, conditions are imposed to ensure that:

- luminance levels comply with the Institution of Lighting Professionals' guidance for both daytime and night-time operation;
- screens display only static images with a minimum 10-second dwell time and no visual effects, scrolling, flashing or moving images;
- the screen automatically defaults to a black background in the event of a malfunction; and
- no content resembles a traffic sign.

7.9 These are well-established controls for digital advertisements and ensure that the display does not create undue distraction for pedestrians, cyclists or drivers using the adjacent road. With these safeguards secured, the advertisements are not considered to pose an unacceptable risk to public safety.

7.10 Accordingly, subject to the recommended conditions, the proposal complies with the NPPF and Policy DM21 in respect of highway safety.

(iii) Effect on residential amenity

7.11 The proposed screens are at ground floor level and do not face onto any sensitive receptors (such as residential windows). The LPA has no significant concerns that the light spill would be great enough to cause any significant harm to local amenity. Furthermore, conditions would be imposed to appropriately manage the level of illumination, particularly at night-time, to mitigate potential impacts.

The proposed signage is therefore not considered to have a detrimental impact on the amenities of nearby residential properties. Meeting the requirements of Policy CS16 of the HBLP (Core Strategy).

8. Conclusion

8.1 For the reasons set out in this report, the proposed digital advertisements are considered to be acceptable in terms of their impact on amenity and highway and public safety, having regard to the relevant national guidance and local planning policies. The conditions recommended will ensure that luminance levels, display behaviour and content are appropriately controlled to safeguard the visual environment and avoid any safety risks.

8.2 The proposed advertisement is considered to be acceptable and the application is therefore recommended for advertisement consent**.**

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9. RECOMMENDATION:

That the Interim Head of Planning be authorised to grant advertisement consent for application APP/25/00949

Conditions:

1	The development hereby permitted shall be carried out in accordance with the following approved plans: Plans 001 Rev A Location Plan 002 Rev A Proposed Site Plan 003 Rev A Proposed BT Streethub Elevations 003 Rev A Existing and Proposed Elevations Supporting Documents:

	Cover Letter dated 22nd August 2025 BT Street Hubs Beyond Connection BT Street Hub Anti-Social Behaviour Management Plan Version 3 BT SH 3.0 Screen Testing for CCTV Overexposure & Glare - (March 2025) Professional Lighting Guide 05/23 The Brightness of Illuminated Advertisements Including Digital Displays. Declaration of Conformity with Public RF Exposure Guidelines of the International Commission on Non-Ionizing Radiation Protection (ICNIRP) Response to HCC Highways **Reason:** - To ensure provision of a satisfactory development.
2	(a) 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. (b) No advertisement shall be sited or displayed so as to: (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle. (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site. (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public. (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity. **Reason:** As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
3	In daylight hours, the intensity of the illuminance of the advertisements shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values (in cd/m2)

	set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (2023) (or its equivalent in a replacement guide). **Reason:** In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
4	In the hours of darkness (between dusk and dawn), the intensity of the illuminance of the advertisements shall be no greater than the maximum nighttime luminance value (in cd/m2) set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (2023) (or its equivalent in a replacement guide). **Reason:** In the interests of highway safety and the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
5	The minimum display time for each piece of content on the digital display screens shall be 10 seconds. The interval between successive displays shall be instantaneous and 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 switch to a blank screen with a black background in the event of a malfunction. **Reason:** In the interests of highway safety and the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
6	The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements). **Reason:** In the interests of highway safety and the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
7	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 interests of highway safety and the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

Informatives:

1	In accordance with paragraphs 38-50 of the NPPF Havant Borough Council (HBC) takes a positive and proactive approach and works with applicants/agents on development proposals in a manner focused on solutions by: Offering a pre-application advice service, and Updating you of any issues that may arise in the processing of your application and where possible suggesting solutions, and, In this instance: You were updated about issues after the initial site visit.
2	Highway Authority Following the grant of any planning permission by Havant Borough Council as Local Planning Authority, separate approval will be required from Hampshire County Council, as the Local Highway Authority, for the implementation of the BT Street Hub within the public highway. These works must be authorised through a Section 50 licence, details of which are available at: https://www.hants.gov.uk/transport/licencesandpermits/roadopening.