

BY EMAIL

MISS MAUREEN DARRIE
GP PLANNING LTD
ICON INNOVATION CENTRE
EASTERN WAY
DAVENTRY
NN11 0QB

Application	A/22/94136
Please ask for	Clare Martin
Direct dial	023 8068 8256
Working hours	Mon to Fri 8:30am to 5pm
Email	clare.martin@eastleigh.gov.uk

Wednesday 22 March 2023

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No. A/22/94136

In pursuance of their powers under the above Act and in accordance with your application received on Monday 7 November 2022 the Council, as Local Planning Authority hereby **Consent To The Advert Display** the following :

Description: Consent to display 1no. free-standing steel and glass LED Digital Display, 2m wide by 4m high.
Site: LAMBERT BROTHERS HAULAGE LTD, WOODSIDE AVENUE, EASTLEIGH, SO50 4ZR

Subject to due compliance with the following conditions:

- 1 The development hereby permitted shall be implemented in accordance with the following plans numbered: GPP-MM-EAST-22-01v2, GPP-MM-EAST-22-02 & GPP-MM-EAST-22-03 v2

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 advertising sign shall be no greater than 300 candela per square metres and the image shall change no less than every 10 seconds. No light source shall be visible from the highway and the sign is not permitted to display videos or motion.

Reason: In the interests of highway safety and amenity.

Note to Applicant: In accordance with paragraph 38 of the National Planning Policy Framework (July 2021), 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 dark ink, appearing to read "Andy Grandfield", written in a cursive style.

Andy Grandfield
Executive Head for Planning and Economy

N.B. See Attached Notes