

MISS KATIE WILLIAMSON  
SIGN SPECIALISTS LTD  
19 OXLEASOW ROAD  
EAST MOONS MOAT INDUSTRIAL ESTATE  
REDDITCH  
B98 ORE

|                |                                 |
|----------------|---------------------------------|
| Application    | A/23/95303                      |
| Please ask for | Rebecca Altman                  |
| Direct dial    | 023 8068 8266                   |
| Working hours  | Mon to Fri 8:30am to 5pm        |
| Email          | rebecca.altman@eastleigh.gov.uk |

Thursday 13 July 2023

### **Town and Country Planning (Control of Advertisement) Regulations 2007**

Application No. A/23/95303

In pursuance of their powers under the above Act and in accordance with your application received on Friday 26 May 2023 the Council, as Local Planning Authority hereby **Consent To The Advert Display** the following :

|                     |                                                                                                                                                                                                  |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Description:</b> | Installation of: 3 no. fascias with 3 no. illuminated Kia logos and 2 no. illuminated 'Hendy' individual letter signs; 1 no. illuminated Kia totem sign; and 1 no. non-illuminated entrance gate |
| <b>Site:</b>        | HENDY MAZDA EASTLEIGH, VILLENEUVE ST GEORGES WAY, EASTLEIGH, SO50 9SJ                                                                                                                            |

Subject to due compliance with the following conditions:

- 1 The development hereby permitted shall be implemented in accordance with the following plans numbered:
  - Location Plan (1:1250)
  - Signage Locations Plan (1:1250)
  - Signage Plans ref. 148173 x 4

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 signs hereby permitted shall be no greater than 600 candelas per square metre and no light source shall be visible from the highway.

Reason: In the interest of highway safety in accordance with Policy DM13 of the Eastleigh Borough Local Plan (2016-2036).

Yours faithfully

A handwritten signature in black ink, appearing to read "Andy Grandfield".

Andy Grandfield  
Executive Head for Planning and Economy

N.B. See Attached Notes