

MR BRENDAN O'DONOVAN
AEW ARCHITECTS
TRINITY COURT 1
6 JOHN DALTON STREET
MANCHESTER
M2 6HY

Application	A/23/96176
Please ask for	Rachael Morris
Direct dial	023 8068 8463
Working hours	Mon to Fri 8:30am to 5pm
Email	rachael.morris@eastleigh.gov.uk

Wednesday 29 November 2023

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No. A/23/96176

In pursuance of their powers under the above Act and in accordance with your application received on Tuesday 10 October 2023 the Council, as Local Planning Authority hereby **Consent To The Advert Display** the following :

Description:	2 no. fascia signs, 1 no. projecting sign and 1no. digital display board located internally.
Site:	UNIT 2 TO 3, BOTLEY ROAD, FAIR OAK, EASTLEIGH, SO50 7AN

Subject to due compliance with the following conditions:

- 1 The development hereby permitted shall be implemented in accordance with the following plans numbered: 13071-AEW-PJ004923-XX-DR-0005, 13071-AEW-PJ004923-XX-DR-0006, 13071-AEW-PJ004923-XX-DR-0015, 19803-228_01_P and 19803-228_02_PES.

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 Digital signs with changing images shall be limited to a change of no less than every 5 seconds; video/motion shall not be shown where it can be viewed by drivers; daytime sign luminance shall not exceed 5,000 cd/m² and nighttime (between 2300 and 0700) sign luminance shall not exceed 1,000cd/m².

Reason: In the interests of highway safety.

Note to Applicant: In accordance with paragraph 38 of the National Planning Policy Framework (Sept 2023), 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