

MR JOHN ESSEX
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SO50 4LW

Application	A/26/101296
Please ask for	Gregg Chapman
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Thursday 4 June 2026

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No. A/26/101296

In pursuance of their powers under the above Act and in accordance with your application received on Tuesday 21 April 2026 the Council, as Local Planning Authority hereby **Consent To The Advert Display** for the following :

Description:	New illuminated signage on building (retrospective)
Site:	1 BISHOPSTOKE ROAD, EASTLEIGH, SO50 6AD

Subject to due compliance with the following conditions:

- 1 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.

- 2 The development hereby permitted shall be implemented in accordance with the following plans numbered:

Proposed Wall Signage 555_01

Portland Lighting Ecolux Mini Portland Lighting

Portland Lighting Ecolux Bracket Illumination Specification.

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

- 3 The illumination of the consented signs shall be no greater than 600 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity

- 4 The advertisement hereby consented shall only be illuminated during the hours of opening of the premises and at no other times.

Reason: In the interest of sustainability and the amenity of the area.

- 5 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.

Yours faithfully



Nicholas Parker
Planning Manager

N.B. See Attached Notes

