

MR BRENDON ASPINALL
UNIT 1D SANDTOFT ROAD INDUSTRIAL ESTATE
BELTON
NORTH LINCOLNSHIRE
DN9 1PN

Application	A/25/98709
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 26 February 2025

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No. A/25/98709

In pursuance of their powers under the above Act and in accordance with your application received on Wednesday 8 January 2025 the Council, as Local Planning Authority hereby **Refuse Advert Consent For** the following :

Description:	1no. internally illuminated projecting sign.
Site:	43-45 MARKET STREET, EASTLEIGH, SO50 5RF

For the following reasons:

- 1 The proposed sign, due to its rolling illuminated characters and projecting nature, would be out of keeping and unduly prominent amongst the neighbouring commercial outlets and so detract from the visual amenity and general characteristics of Eastleigh Town Centre. As such the proposal is contrary to Policies DM1 of the Eastleigh Borough Local Plan 2016-2036) & provisions within the National Planning Policy Framework.

Note to Applicant: The application was refused following the assessment of the following plans: Location plan, Digital rates board and brackets spec, Eastleigh before photos, Eastleigh afterwards photos, Existing photos with signage dimensions & Digital rates board and brackets spec. In accordance with paragraph 38 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

A handwritten signature in black ink, appearing to read "N Parker", with a horizontal line underneath the name.

Nicholas Parker
Planning Manager

N.B. See Attached Notes