Development Management
Application No A/14/74875
Your ref
Please ask for Jagdeep Birk
Direct dial 023 8068 8123
Hours of work Mon-Thurs 9-5, Fri 9-4.30
e-mail jagdeep.birk@eastleigh.gov.uk

Mr Simon Smith, Wcec Architects
Carrwood Court
Carrwood Road
Sheepbridge
Chesterfield
S41 9QB

27 August 2014

Town & Country Planning (Control of Advertisement) Regulations 2007 (as amended)

Application No. A/14/74875

In pursuance of their powers under the above Act and in accordance with your application received on 2 July 2014

the Council, as Local Planning Authority hereby CONSENT TO THE ADVERT DISPLAY the following :

Description: 3 no illuminated fascia signs, 3no window decals, panel decals on existing bus shelter, 1no free standing banner sign, 20no freestanding non illuminated miscellaneous signs and alterations and 11no existing non illuminated signs.

Site: Asda Eastleigh Supercentre, Bournemouth Road, Chandler's Ford, Eastleigh, SO53 3YJ

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: PL 01, PL 02, PL 03, PL 04, PL 05, PL 06

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.

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Louise O'Driscoll
Head of Development Management

N.B. See Enclosed Notes (CAD)