Development Management
Application No A/14/74345
Your ref
Please ask for Jagdeep Birk
Direct dial 023 8068 8123
Hours of work Mon-Thurs 9-5, Fri 9-4.30
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Greene King
Westgate Brewery
Bury St Edmunds
IP33 1QT

20 May 2014

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

Application No. A/14/74345

In pursuance of their powers under the above Act and in accordance with your application received on 25 March 2014

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

Description: Display of 2 no. non-illuminated, free standing, banner frames.
Site: Cricketers Arms, 232 Chestnut Avenue, Eastleigh, SO53 3HN

Subject to due compliance with the following conditions:
(1) The development hereby permitted shall be implemented in accordance with the following plans numbered: LOC 01, 001, 002, 003 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) In the event that the development hereby permitted becomes redundant or not required for the purpose permitted, then the development and all the associated equipment shall be removed from site within three months.
Reason: In the interests of visual amenity.

Note to Applicant: the permission does not authorise the undertaking of any works involving excavations in the carriageway, footway or verge. A road opening permit must be obtained from Hampshire Highways, HCC call centre number 0845 6035633.

Note to Applicant: It is considered that, subject to compliance with the conditions and any obligations attached to this permission, the proposed development is acceptable because it will not materially harm the character of the area, the amenity of neighbours or highway safety and it is in accordance with the policies and proposals of the development plan, comprising the Eastleigh Borough Local Plan Review [2001-2011], and after due regard to all other relevant material considerations including the National Planning Policy Framework and the Revised Pre-Submission Eastleigh Borough Local Plan [2011-2029] the local planning authority is of the opinion that permission should be granted.

The following development plan saved policies and emerging draft local plan policies are relevant to this decision and the conditions attached to it:

Eastleigh Borough Local Plan Review 2001-2011, saved Policies 59.BE and 67.BE

Revised Pre-Submission Eastleigh Borough Local Plan 2011-2029 Policy DM1

In accordance with paragraphs 186 and 187 of the National Planning Policy Framework, 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.

L O'Driscoll

Louise O'Driscoll
Head of Development Management

N.B. See Enclosed Notes (CAD)