Development Control

My ref A/12/71375

Your ref

Please ask for Kitty Budden

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Cgms Ltd
140 London Wall
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09 November 2012

Town & Country Planning (Control of Advertisement) Regulations 1989

Application No: A/12/71375
Description: Display of 4no. externally illuminated fascia signs, 1no. non illuminated fascia sign, 2no. externally illuminated hanging signs, 1 no. freestanding illuminated gantry sign and 3 wall mounted non-illuminated advisory signs (amended description).
Site: The Prince Of Wales, 65 Bishopstoke Road, Bishopstoke, Eastleigh, SO50 6LA

In pursuance of their powers under the above Act and Regulations, and in accordance with your application which was made valid on 24/08/2012, with subsequent amendments dated:

24/10/2012

The Council as Local Planning Authority hereby:

PART REFUSE: Signage referred to as number 1 on plan 111392 AP14:

(1) The proposed fascia signage, by reason of its design and colour scheme, would be detrimental to the historic character of this building of special interest and the conservation area, contrary to saved policy 172.BE of the Eastleigh Borough Local Plan 2001-2011 and policies DM1 and DM10 of the pre-submission Eastleigh Borough Local Plan 2011-2029.

Note to Applicant: The application was refused following the assessment of the following plans: 111392 AP26, 111392 AP02A, 111392 AP05A, 111392 AP07B, 111392 AP14C, 111392 AP15C, 111392 AP20.

PART PERMIT: Signage referred to as numbers 1a, 2, 3, 4, 7, on plan 111392 AP14 Rec C and 111392 AP15; and signage referred to as numbers 1 and 2 on plan 111392 AP20:

(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.

ADDITIONAL CONDITIONS:

(2) The development hereby permitted shall be carried out in accordance with the following approved plans: 111392 AP26, 111392 AP02A, 111392 AP05A, 111392 AP07B, 111392 AP14C, 111392 AP15C, 111392 AP20. Reason: For the avoidance of doubt and in the interests of proper planning.

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 or the building of special interest, the amenity of neighbours or highway safety, and it is in accordance with the policies and proposals of the development plan, as listed below, and after due regard to all other relevant material considerations the local planning authority is of the opinion that permission should be granted.

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

Eastleigh Borough Local Plan Review 2001-2011, saved Policies 172.BE.

Pre submission Eastleigh Borough Local Plan 2011-2029, DM1, DM10, DM23.



C L Thomas
Head of Development Control

NB See enclosed notes (RAC)