Beacon Authority 2008-2009 Tackling Climate Change

Development Control
Application No A/11/70077
Your ref
Please ask for Eleanor Evans
Direct dial 023 8068 8495
Hours of work Mon & Tues Only
e-mail eleanor.evans@eastleigh.gov.uk

Unsted Design
16 Hazel Close
Chandler's Ford
Eastleigh
SO53 5RF

04 July 2012

Town & Country Planning (Control of Advertisement) Regulations 2007

Application No. A/11/70077

In pursuance of their powers under the above Act and in accordance with your application received on 14 June 2012

the Council, as Local Planning Authority hereby REFUSE ADVERT CONSENT for the following :

Description: Retention of 1no. Non illuminated fascia sign (amended description)
Site: 32 St Johns Road, Hedge End, Southampton, SO30 4AG

For the following reasons:

(1) The proposed signage by reason of its size and siting would be an unduly prominent and obtrusive feature in the street scene to the detriment of the visual amenities of the locality, contrary to Policy 67.BE of the Eastleigh Borough Local Plan Review (2001-2011).

Note to Applicant: The application was refused following the assessment of plan numbers 018-CAPPER-SP-22110, 021- FINNEGAN-SA-22110, 022- CAPPER SP 22110, 023-CAPPER-LP-22110.

C L Thomas
Head of Development Control

N.B. See Enclosed Notes (RAD)