Development Management
Application No A/14/74379
Your ref
Please ask for Clare Martin
Direct dial 023 8068 8256
Hours of work Tue/Wed am, Thurs/Fri 9-4
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Mrs Sandy Walker
Greens The Signmakers Limited
Brighton Street
Kingston Upon Hull
HU3 4UW

06 June 2014

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

Application No. A/14/74379

In pursuance of their powers under the above Act and in accordance with your application received on 15 April 2014

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

Description: Retention of 6no. Internally illuminated and 2no. Non illuminated fascia signs, 2no. Non illuminated poster signs and 1no. Internally illuminated double sided totem pole at entrance (retrospective application)

Site: Unit 1 Site F Hamilton Business Park, Botley Road, Hedge End, Southampton, SO30 2HE

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, 1, 2, 3, 4, 603 rev A. 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) 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.

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 67.BE.

Revised Pre-Submission Eastleigh Borough Local Plan 2011-2029 Policies 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)

Eastleigh Borough Council Development Management
IMPROVING OUR SERVICES

CUSTOMER QUESTIONNAIRE

The Council is committed to providing a friendly and efficient planning service to all our customers. To help us monitor our performance, could we please ask you to spare a few moments to complete our customer questionnaire.

We value your opinions and would appreciate your participation, as only by knowing your views, will we be able to highlight any areas in need of improvement.

Planning Reference Number **A/14/74379** Case Officer **Clare Martin**

YOUR EXPERIENCE WITH DEVELOPMENT MANAGEMENT SERVICE
Please rate your experience by circling a number from 1- 5 where 1 = poor and 5 = excellent

Was your contact with the development control service as			Applicant	Agent	Neighbour
How did you contact the development control service?	In person		Phone	Email	Letter
How easy was it to get in touch with us?	1	2	3	4	5
How helpful were we?	1	2	3	4	5
How efficient do you think we were?	1	2	3	4	5
We aim to listen. Do you think we did?	1	2	3	4	5
Do you think we were honest and open?	1	2	3	4	5
Overall were you satisfied with the service?	1	2	3	4	5

ABOUT THE APPLICATION - Please circle your response where 1 = Strongly Disagree and 5 = Strongly Agree

What was the outcome of the application?	Permitted		Refused	Withdrawn	
I understand the reasons for the decision	1	2	3	4	5
I feel I was treated fairly and my views were listened to	1	2	3	4	5
I was kept informed about the progress of the application	1	2	3	4	5
I feel the application was given adequate publicity	1	2	3	4	5

Did you use the web site? Yes - please answer the following questions No - please go to next question

I found the web site easy to navigate	1	2	3	4	5
The information was readily available to me	1	2	3	4	5
I found the help and advice I needed	1	2	3	4	5
The email service is very useful	1	2	3	4	5

Did you visit the Civic Offices? Yes - Please answer the following questions No

The facilities in the Customer Service Centre are good	1	2	3	4	5
I was given the help and advice I needed	1	2	3	4	5
I found the staff knowledgeable	1	2	3	4	5
The staff were polite	1	2	3	4	5

Do you have any comments or suggestions for improving our service?
Please write your comments below, your answers remain anonymous but if you require a response please include your contact details.

Thank you for taking the time to complete this questionnaire

This questionnaire is available in larger print by request