Beacon Authority 2008-2009 Tackling Climate Change

Development Control
Application No A/11/69679
Your ref
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31 October 2011

Town & Country Planning (Control of Advertisement) Regulations 2007

Application No. A/11/69679

In pursuance of their powers under the above Act and in accordance with your application received on 16 September 2011, with subsequent amendments dated

07/10/2011, 20/10/2011

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

Description: Display of internally illuminated signage
Site: 47 - 57 High Street, West End, Southampton, SO30 3DQ

Subject to due compliance with the following conditions:

(1) The development hereby permitted shall be carried out in accordance with the following approved plans: LOC 1, PL 03, PL 06 Existing, PL 06 Proposed Rev D, PL 09 Rev A, SIGNS 1, SIGNS 2. 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.

ADDITIONAL CONDITIONS:

(3) The luminance levels of the signage hereby permitted shall not exceed 600cd/m2 and no light source shall be visible from the highway. Reason: In the interests of highway safety/amenity.

(4) The signage hereby permitted shall not be illuminated outside of the store opening hours. Reason: To protect the amenity of neighbouring residential properties.

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, 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: 67.BE

C L Thomas
Head of Development Control

N.B. See Enclosed Notes (CAD)