Development Management
Application No A/15/77587
Your ref
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11 January 2016

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

Application No. A/15/77587

In pursuance of their powers under the above Act and in accordance with your application received on 17 November 2015

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

Description: Display of 1no. double sided externally illuminated free standing sign to front
Site: 144 Bournemouth Road, Chandler's Ford, Eastleigh, SO53 3AL

For the following reasons:

(1) The display of 1no. double sided externally illuminated free standing sign to front, due to its siting, size and intermittent illumination would pose a risk to highway safety. As such the proposal is contrary to Saved Policy 67.BE of the Eastleigh Borough Local Plan Review [2001-2011].

(2) The display of 1no. double sided externally illuminated free standing sign to front, due to its siting, scale, mass and intermittent illumination would have unacceptable harm to the amenity of 142 Bournemouth Road. As such the proposal is contrary to Saved Policy 67.BE of the Eastleigh Borough Local Plan Review [2001-2011].

Note to Applicant: The application was refused following the assessment of the following plans: 11, 12, 14

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.

All references to the Submitted Eastleigh Borough Local Plan relates to the Submitted Eastleigh Borough Local Plan 2011 - 2029, July 2014, comprising:
- Revised Pre-submission Eastleigh Borough Local Plan 2011 - 2029, published February 2014; and
- Schedule of Proposed Minor Changes, submitted to the Secretary of State in July 2014



Louise O'Driscoll
Head of Development Management

N.B. See Enclosed Notes (RAD)