Development Management
Application No A/16/78855
Your ref
Please ask for Rosie Rivers
Direct dial 023 8068 3837
Hours of work Tue, Wed, Fri 9-5, Thu PM
e-mail rosie.rivers@eastleigh.gov.uk

Mr Matt Holmes
Chapman Lily Planning Ltd
25 St Martins Lane
Wareham
BH20 4HF

09 September 2016

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

Application No. A/16/78855

In pursuance of their powers under the above Act and in accordance with your application received on 4 July 2016

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

Description: Display of 1no. 3.75m high externally illuminated totem signs (amended description)
Site: 3 High Street, West End, Southampton, SO30 3AA

Subject to due compliance with the following conditions:
(1) The development hereby permitted shall be implemented in accordance with the following plans numbered: 16-XXX-101, 001-XXX-102 TOTEM Rev C.
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 sign[s] 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: 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)