EASTLEIGH BOROUGH COUNCIL

Development Control
Application No A/13/73526
Your ref
Please ask for Eleanor Evans
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Goadsby Planning & Environment
99 Holdenhurst Road
Bournemouth
BH8 8DY

17 December 2013

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

Application No. A/13/73526

In pursuance of their powers under the above Act and in accordance with your application received on 28 October 2013, with subsequent amendments dated

28 Nov 2013

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

Description: Display of 1no. non-illuminated free standing sign
Site: Hedge End Business Centre, Botley Road, Hedge End, Southampton, SO30 2AU

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, 02, 03,BR/BP/SW/01 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) In the process of implementing the consent hereby granted, should the front boundary hedge be removed or damaged, not including the ground area where the advert itself is fixed to the ground, the hedge shall be supplemented with species matching that of the existing hedge and that this planting shall take place before the end of the planting season following on the date that the sign hereby approved is erected.
Reason: In the interest of visual 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 amenity 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 Consultation Draft 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 Consultation Draft 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.

C L Thomas
Head of Development Control

N.B. See Enclosed Notes (CAD)