

REBEKAH GIBSON
DLBP LTD
PINNACLE HOUSE
23-26 ST DUNSTAN'S HILL
LONDON
EC3R 8HN

Application	A/23/95657
Please ask for	Clare Martin
Direct dial	023 8068 8256
Working hours	Mon to Fri 8:30am to 5pm
Email	clare.martin@eastleigh.gov.uk

Monday 11 September 2023

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No. A/23/95657

In pursuance of their powers under the above Act and in accordance with your application received on Tuesday 18 July 2023 the Council, as Local Planning Authority hereby **Refuse Advert Consent For** the following :

Description:	Display of 25no. non illuminated wall mounted signs alongside Leigh Road and Romsey Road
Site:	ALSTON HOUSE, 18-24 LEIGH ROAD, EASTLEIGH, SO50 9DG

For the following reasons:

- 1 The proposed signs would result in excessive visual clutter determinantal to the visual amenity of the site and the wider locality and to the setting of the locally listed building. As such the proposal is contrary to Policies DM1 & DM12 of the Eastleigh Borough Local Plan 2016-2036) & provisions within the National Planning Policy Framework.

Note to Applicant: The application was refused following the assessment of the following plans: 1186PL-RDT-ZZ-ZZ-DR-A-0002_PL1, 1186PL-RDT-ZZ-XX-DR-A-1111_PL1 & Visual Presentation 29/06/2023. In accordance with paragraph 38 of the National Planning Policy Framework (July 2021), 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.

Yours faithfully

A handwritten signature in black ink that reads "Andy Grandfield". The signature is written in a cursive, flowing style.

Andy Grandfield
Executive Head for Planning and Economy

N.B. See Attached Notes