

MISS KATIE WILLIAMSON
SIGN SPECIALISTS
19 OXLEASOW ROAD EAST MOONS MOAT
INDUSTRIAL ESTATE
REDDITCH
B98 ORE

Application	A/24/97284
Please ask for	Clare Martin
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Friday 7 June 2024

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No. A/24/97284

In pursuance of their powers under the above Act and in accordance with your application received on Wednesday 24 April 2024 the Council, as Local Planning Authority hereby authorise **Consent To The Advert Display** for the following :

Description:	1.no internally illuminated totem sign
Site:	2-4 BOTLEY ROAD, HEDGE END, SOUTHAMPTON, SO30 2WA

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, BLOC 01 & DETAILS 01.
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 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.

- 4 The consented signs shall not be illuminated outside the trading hours of the premises to which it relates.

Reason: In the interests of visual amenity and sustainability.

- 5 Note to Applicant: In accordance with paragraph 38 of the National Planning Policy Framework (December 2023), 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 "N Parker".

Nicholas Parker
Planning Manager

N.B. See Attached Notes