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Application	A/24/97044
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Monday 17 June 2024

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No: A/24/97044

Description: Display of 10no. non-illuminated fascia signs, 1no. internally illuminated fascia sign, 1no. internally illuminated projecting sign, 1no. non-illuminated ATM surround, 1no. wall-mounted non-illuminated car park sign, 2no. double-sided freestanding entrance/exit signs, and 1no. internally illuminated 3.3m high totem sign.

Site: 103 BOURNEMOUTH ROAD, CHANDLER'S FORD,
EASTLEIGH, SO53 3ZJ

SPLIT DECISION

GRANT CONSENT

In pursuance of their powers under the above Act and in accordance with your application received on 12 March 2024 the Council, as Local Planning Authority, hereby **CONSENT TO THE DISPLAY** of the following:

10no. non-illuminated fascia signs, 1no. internally illuminated fascia sign, 1no. internally illuminated projecting sign, 1no. non-illuminated ATM surround, 1no. wall-mounted non-illuminated car park sign, and 2no. double-sided freestanding entrance/exit signs.

Subject to due compliance with the following conditions:

- (1) The development hereby permitted shall be implemented in accordance with the following plans/details numbered: 02_BOUR_02B, 02_BOUR_02C_R1 (with the exception of Sign 15 - 3.3m high internally illuminated totem sign which is not approved), 02_BOUR_02D,

02_BOUR_02E, 03_BOUR_03C, 03_BOUR_03D, 03_BOUR_03E, 03_BOUR_03F, 03_BOUR_03G (with the exception of Sign 15 - 3.3m high internally illuminated totem sign which is not approved), Fascia V2.Fascia Details, Fascia V2.Fascia Details-2, Fascia V2.2, Location Plan (Dated 12-Mar-2024), Projecting+Sign+V2.1.

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 are 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 is to be maintained in a safe condition that does not endanger the public.

e) Following the removal of the advertisement(s) 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 signs shall be no greater than 600 candelas per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety and amenity.

Note to Applicant: The highway authority (Hampshire County Council) has advised that the positioning of some of the signage hereby approved will need to also be reviewed as part of the S278 agreement process for the site access works. If the signs are found to impact upon these works (for example, by way of impacting upon visibility or affecting the working of the traffic signals) they may need to be relocated. In such a case, a revised application for advertisement consent would be required for their repositioning.

REFUSE CONSENT

In pursuance of their powers under the above Act and in accordance with your application received on 12 March 2024 the Council, as Local Planning Authority, hereby **REFUSE ADVERTISEMENT CONSENT** for the following:

Display of 1no. internally illuminated 3.3m high totem sign.

For the following reason:

- (1) The proposed sign, owing to its excessive height and scale, together with its illumination and positioning in close proximity to the building and highway edge, would result in a physically cramped and unduly visually cluttered arrangement and the introduction of an unacceptably prominent and visually obtrusive feature to the street scene, to the detriment of the amenity and character of the area. The proposals are therefore contrary to Policy DM1 of the Eastleigh Borough Local Plan and Paragraph 141 of the National Planning Policy Framework.

Note to Applicant: This advertisement was refused following the assessment of the following plans: 02_BOUR_02B, 02_BOUR_02C_R1, 02_BOUR_02D, 02_BOUR_02E, 03_BOUR_03C, 03_BOUR_03D, 03_BOUR_03E, 03_BOUR_03F, 03_BOUR_03G, Fascia V2.Fascia Details, Fascia V2.Fascia Details-2, Fascia V2.2, Location Plan (Dated 12-Mar-2024), Projecting+Sign+V2.1.

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



Nicholas Parker
Planning Manager

NB See attached notes