

JOSEPH OSBORNE,
HIGHWOOD GROUP

Application	A/25/98986
Please ask for	David Huckfield
Direct dial	023 8068 8811
Working hours	Mon to Fri 8:30am to 5pm
Email	david.huckfield@eastleigh.gov.uk

Friday 25 April 2025

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No. A/25/98986

In pursuance of their powers under the above Act and in accordance with your application received on Friday 28 February 2025 the Council, as Local Planning Authority hereby **Refuse Advert Consent For** the following :

Description:	Display of 1no. externally illuminated 'V-Stack' formation advertising sign.
Site:	Moorhill Care Home, Moorhill Road, West End, SO30 3AZ

For the following reasons:

- 1 The advertisement, owing to its siting and excessive height and scale, when combined with its inappropriate design and illumination, is considered to be an unacceptably prominent and visually obtrusive feature within the street scene and to have a detrimental impact on the amenity and character of the area. The proposals are therefore contrary to the criteria within Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended), Paragraph 141 of the National Planning Policy Framework, and Policies S5 and DM1 of the Eastleigh Borough Local Plan 2016-2036.
- 2 Insufficient information has been provided to demonstrate that the installation of the advertisement would not detrimentally impact upon the rooting system of the existing Monterey Pine tree which is sited within the adjacent highway verge and which provides significant amenity value to the area. The proposals are therefore contrary to the criteria within Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended), Paragraphs 136 and 141 of the National Planning Policy Framework, Policy DM1 of the Eastleigh Borough Local Plan 2016-2036, and the Council's adopted Trees and Development Supplementary Planning Document.

Note to Applicant: This advertisement application was refused following the assessment of the following plans: Location Plan (dated 24/02/2025), KC9660 Highwood Construction - Moorhill - V Stack Sign with bracing kit & Install (Proof No. 3, dated 31/01/2025). In accordance with paragraph 39 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. In this case, however, the application has been refused as it is considered to be contrary to the relevant legislative and local and national planning policy requirements and there were not sufficient material considerations to outweigh the planning harm identified.

Note to Applicant: Following the refusal of retrospective advertisement consent, the case will be passed to the Planning Enforcement team for investigation, UNLESS the decision is appealed to the Secretary of State under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

You will be contacted by the Planning Enforcement team to discuss the options available.

Should you wish to appeal the refusal you must do so to the Planning Inspectorate as outlined in the accompanying notes. The appeal must be submitted within 8 weeks of the date of this decision.

If you intend to appeal the Council's decision please email Planning Enforcement as soon as possible to avoid any formal action: enforcements@eastleigh.gov.uk

Yours faithfully

A handwritten signature in black ink that reads "N Parker". The signature is written in a cursive style with a horizontal line underneath the name.

Nicholas Parker
Planning Manager

N.B. See Attached Notes