



DETERMINATION OF APPLICATION

TOWN AND COUNTRY PLANNING ACT 1990

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Sue Ryder
Mrs Elizabeth Jarmin
Kings House
King Street
Sudbury
Suffolk
CO10 2ED

In pursuance of its powers under the above mentioned Act and Regulations, Southampton City Council, as the Local Planning Authority, hereby gives notice that the application described below has been determined. The decision is:

ADVERTISEMENT APPLICATION - CONSENT

Proposal: Installation of 2 x non-illuminated fascia signs, 1 x non-illuminated projecting sign and 2 x non-illuminated wall mounted signs

Site Address: Unit 9 Portwood Centre 128-150 Portwood Road Southampton SO17 2NH

Application No: 14/00542/ADV

Subject to the standard conditions set out in the schedule overleaf and the conditions as listed below, for a period expiring 5 years from the date of this notice.

01.APPROVAL CONDITION - Advert Luminance (Performance Condition)

In accordance with section 11 of the submitted application form, the signage for which consent is hereby granted shall not at any time be illuminated unless otherwise agreed upon in writing by the Local Planning Authority.

REASON

In the interests of highway safety and visual amenity

02.APPROVAL CONDITION - Approved Plans

The development hereby permitted shall be carried out in accordance with the approved plans listed in the schedule attached below, unless otherwise agreed in writing with the Local Planning Authority.

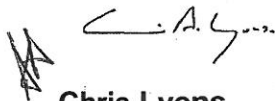
Reason:

For the avoidance of doubt and in the interests of proper planning.

Reason for granting Advertisement Consent.

The development is acceptable taking into account the policies and proposals of the Development Plan as set out below. Other material considerations have been considered and are not judged to have sufficient weight to justify a refusal of the application, and where applicable conditions have been applied in order to satisfy these matters. The scheme is therefore judged to be in accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004 and thus planning permission should therefore be granted. In reaching this decision the Local Planning Authority offered a pre-application planning service and has sought to work with the applicant in a positive and proactive manner as required by paragraphs 186-187 of the National Planning Policy Framework (2012).

Policies - SDP1, SDP7, SDP9 and SDP24 of the City of Southampton Local Plan Review (March 2006) and CS13 of the Local Development Framework Core Strategy Development Plan Document (January 2010).



Chris Lyons
Planning & Development Manager

20 May 2014

If you have any further enquiries please contact:
Nathan Pearce

IMPORTANT - NOTE TO APPLICANT

This decision has been made in accordance with the submitted application details and supporting documents and the development should be implemented in respect of the following plans and drawings.

Drawing No:	Version:	Description:	Date Received:	Status:
140301-017	C	Elevational Plan	15.05.2014	Approved
140301-000		Location Plan	28.03.2014	Approved
140301-016		Elevational Plan	28.03.2014	Approved
140301-017	A	Elevational Plan	28.03.2014	Superseded
140301-001		Floor Plan	28.03.2014	Approved

SCHEDULE 2 of the Regulations**Standard Conditions**

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to –
 - a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b) Obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air: or
 - c) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

NOTES

1. Where consent is granted subject to conditions, the applicant may, by notice served within eight weeks of receipt of this notice, appeal using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at www.planningportal.gov.uk/pes.
2. The Secretary of State is not, however, required to entertain an appeal under the Regulations if it appears to him that consent for the display of advertisements in respect of which application was made, could not have been granted by the Local Planning Authority, or could not have been granted otherwise than subject to the conditions imposed by it.
3. On the expiry of the term of consent hereby granted, subject to the Council's right to require a further application for consent to be made, the advertisement(s) may continue to be displayed unless the consent contains a direction that they shall be removed, but if the consent contains such a direction, an application for the renewal of the consent must be made within the period of six months before its expiry.
4. This consent relates to planning consent only. Any other necessary statutory consent must also be obtained.
5. The applicant is recommended to retain this form with the title deeds of the property.

Please address any correspondence in connection with this form quoting the application number to: **Development Control Service, Southampton City Council, Civic Centre SOUTHAMPTON, SO14 7LS.**

