

Mr Holmes
Spruce Town Planning Ltd
46 Chalvington Road
Chandlers Ford
Eastleigh
SO53 3DX

For: The Southern Co-operative Ltd

THE TOWN AND COUNTRY PLANNING ACT 1990
THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007
Grant of Advertisement Consent

Application Number: APP/19/01217

Site Address: 31 North Street, Emsworth, PO10 7DA

Proposal: Repainting shopfront with five window posters, display of replacement advertisements comprising 2No. externally illuminated fascia signs and 1No. internally illuminated hanging sign.

Further to your application received on 10 December 2019 Havant Borough Council, as Local Planning Authority, **Grants Advertisement Consent** for the above proposal.

This consent is subject to compliance with:

- (i) The plans and other documents submitted with regards to your application, and
- (ii) The following conditions:
 - (a) 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.
 - (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
 - (c) 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.
 - (d) 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.

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(e) 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.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

Additional Conditions:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan - SC-677-V1-GF-DR-K-0004 REV 1st
Proposed Signage - 004-027-101 REV B
GA Plan - SC-677-V1-GF-DR-K-0001 REV 1st

Reason: - To ensure provision of a satisfactory development.

- 2 The maximum level of illuminance shall be 200 cd/m² and the light source shall not be visible from the carriageway of North Street.

Reason: In the interests of the amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

- 3 No part of the fascia signs shall be illuminated other than as hereby permitted.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.

Other Important Information:

- (1) This notice only relates to the decision of Havant Borough Council as Local Planning Authority under the Town and Country Planning (Control of Advertisement Regulations). It does not relate to any other application that may be required under the Town and Country Planning Acts, Building Regulations or under any other Act, Regulation, Byelaw or Order where the Council's approval may be needed. For further guidance as to the need for consent under the Building Regulations please phone 023 9244 6571.
- (2) Your attention is drawn to the attached information regarding your right to appeal to the Planning Inspectorate website <https://www.gov.uk/appeal-planning-inspectorate>
- (3) Any failure to adhere to the details of the approved plans, and other documents or to comply with any conditions listed above may lead to action being taken by the Council under the Town and Country Planning (Control of Advertisements) Regulations 2007. If you wish to depart from the approved details or conditions in any way you should contact the Planning and Development service at The Public Service Plaza or by telephoning 023 9244 6015.

(4) In accordance with paragraphs 38-50 of the NPPF Havant Borough Council (HBC) takes a positive and proactive approach and works with applicants/agents on development proposals in a manner focused on solutions by:

- Offering a pre-application advice service, and
- Updating you of any issues that may arise in the processing of your application and where possible suggesting solutions, and,

In this instance:

- Your application was acceptable after the variation to the application and no further assistance was required.

Simon Jenkins

Simon Jenkins
Interim Director of Regeneration and Place

07 February 2020