

Mr Chow
The Harris Partnership
101 London Road
Reading
RG1 5BY

For: Mr Pannell
Aldi Stores Ltd - Sheppey

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

Application Number: APP/19/00844

Site Address: Central Retail Park, 12 Park Way, Havant, PO9 1HH

Proposal: Display of 2No. wall mounted casement internally illuminated signs, 1No. vinyl non-illuminated sign, 1No. welcome non-illuminated sign, 1No. delivery sign & 1No. delivery directional sign.

Further to your application received on 20 August 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.

Our Ref: APP/19/00844

(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:

Advert details dated 05/08/19

Location/site plan drawing number 2743-SHP-101

Proposed Advertisement locations drawing number 2743-SHP-150

Proposed advertisement locations drawing number 2743-SHP-151

Proposed advertisement details drawing number 2743-SHP-152

Reason: - To ensure provision of a satisfactory development.

- 2 No part of the signs 1 and 5 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.

- 3 The illumination of the proposed signs 1 and 5 shall be of a non-intermittent type.

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.

- 4 The intensity of illumination shall not exceed:

Sign 1 - 33 candelas per m2.

Sign 5 - 55.7 candelas per m2.

unless otherwise agreed in writing by the Local Planning authority.

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

- 5 The adverts hereby approved shall only be illuminated during store opening times.

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 as submitted and no further assistance was required.

Simon Jenkins

Simon Jenkins
Interim Director of Regeneration and Place

15 October 2019