



Havant
BOROUGH COUNCIL

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To:
Mr Tookey
RPS Planning & Development
Park House
Greyfriars Road
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For: Mr Mitchell
Lidl UK

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

Application Number: APP/18/00457

Site Address: LIDL, Land South of, Manor Road, Hayling Island

Proposal: 2No. internally illuminated fascia signs; 2No. non-illuminated double sided site entrance signs; 1No. internally illuminated totem sign.

Further to your application received on 02 May 2018 (which was valid from 03 May 2018) Havant Borough Council, as Local Planning Authority, **Refuses Advertisement Consent** for the above proposal.

The reason(s) for the Council's decision to refuse advertisement consent is/are:

- 1 The proposed totem advertisement, by virtue of its size, design and level of illumination, would add an unacceptable level of clutter within the public realm and would have a significant adverse impact on the visual amenity of the area, by virtue of its visual prominence. The application is therefore contrary to policy DM21 of the Havant Borough Local Plan (Allocations) 2014.

In coming to its decision the Council considered the plans and other documents submitted with regards to your application.

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 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.

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- (2) Your attention is drawn to the attached information regarding firstly your right to appeal to the Planning Inspectorate, if you are aggrieved by the Council's decision, and secondly the rights of an owner to, in certain circumstances serve a purchase notice on the Council. See www.planningportal.gov.uk/pcs.
- (3) In accordance with paragraphs 186 and 187 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:

- You were updated about issues after the initial site visit, although an acceptable alternative or revision for the totem sign could not be found.

Simon Jenkins

Simon Jenkins
Head of Planning (East Hampshire and Havant)

28 June 2018