



Havant
BOROUGH COUNCIL

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To:
Mr Tookey
RPS Planning & Development
Park House
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Cardiff
CF10 3AF

For: Mr Mitchell
Lidl UK

THE TOWN AND COUNTRY PLANNING ACT 1990
THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007
Split Decision

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,

(A) Grants Advertisement Consent for only the advertisements listed in Condition 1 below, subject to compliance with the following conditions:

Conditions:

- 1 The following advertisements are considered acceptable and are hereby granted Advertisement Consent:
2 No. internally illuminated fascia signs;
2 No. non-illuminated double sided site entrance signs
Reason: These advertisements are considered to have an acceptable impact in terms of amenity and public safety.
- 2 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 3 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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

- 5 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.

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

- 6 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

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

- 7 The illuminated signs hereby granted consent shall only be illuminated during the opening hours of the store.

Reason: In the interests of the amenity of the locality.

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

Location Plan 3671-08A

Signage details 3671 11 A (For the avoidance of doubt this split decision does not approve the Totem sign)

Signage Location Plan 3671 12 (For the avoidance of doubt this split decision does not approve the Totem sign)

Reason: - To ensure provision of a satisfactory development.

(B) Refuses Advertisement Consent for the 1No. internally illuminated totem sign for the following reason:

- 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 it's decision the Council considered the plans and other documents submitted with regard 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 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.
- (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) 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 1992. If you wish to depart from the approved details or conditions in any way you should contact the Environmental Services at the Civic Offices or by telephoning 023 9244 6581/2.
- (4) 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