Havant
BOROUGH COUNCIL

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For: Hargreaves Management

THE TOWN AND COUNTRY PLANNING ACT 1990
THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
Refusal of Advertisement Consent

Application Number: 10/68908/022
Site Address: Solent Retail Park, Solent Road, Havant
Proposal: Display of 2No. internally illuminated boards affixed to existing advertising "Totem" structure.

Further to your application received on 03 March 2010, Havant Borough Council as Local Planning Authority **Refuses Advertisement Consent** for the above proposal.

The reason for the Council's decision to refuse advertisement consent is:

1 The erection of these signs by reason of their number, size, positioning, illumination and function, which would be unrelated to the specific units within the retail park, would result in a display that would detract from the form and function of the totem structure and would in addition to the existing advertisements displayed result in an excessive display and clutter of advertisements, which would be detrimental to the visual amenities of the area.

In coming to it's decision the Council considered the plans and other documents submitted with your application.

Our Ref: 10/68908/022

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 6573.

(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.

Mrs J A Batchelor
Head of Development & Technical Services

28 April 2010

Our Ref: 10/68908/022