



**Havant**  
**BOROUGH COUNCIL**

Public Service Plaza  
Civic Centre Road  
Havant  
Hampshire PO9 2AX

T 023 9247 4174  
F 023 9248 0263

[www.havant.gov.uk](http://www.havant.gov.uk)

Mr Matt Cochrane  
CS2 Ltd  
Bridgewater House  
4 Queensbridge  
Northampton  
Northamptonshire NN4 7BF

For: Mrs Louise Butler  
Dixons Carphone

---

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

---

**Application Number:** APP/15/01401

**Site Address:** Plot 1, Wellington Retail Park, 2 Hambledon Road, Waterlooville

**Proposal:** 3No. internally illuminated fascia signs.

Further to your application received on 17 December 2015, which was valid from 07 January 2016, 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:

**Standard Conditions:**

- 1 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 and Country Planning (Control of Advertisements) Regulations 2007.
- 2 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 provision of the Town and Country Planning (Control of Advertisements) Regulations 2007.
- 3 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.  
**Reason:** As required by the provision of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Our Ref: APP/15/01401

- 4 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 provision of the Town and Country Planning (Control of Advertisements) Regulations 2007.
- 5 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 provision of the Town and 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: Drawing No CPW/WTRLO/P07

Site Plan: Drawing No CPW/WTRLO/P09

Front Elevation Proposed Sign: Drawing No MM-1115-48

Back Elevation Proposed Sign: Drawing No MM-1115-49

Proposed Elevation: Drawing No MM-1115-52

**Reason:** - To ensure provision of a satisfactory development.

- 2 (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.
- (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.

- 3 The illuminated sign hereby granted Advertisement Consent shall only be illuminated during store opening hours.  
**Reason:** In the interests of the character and visual amenities of the area and having due regard to policies CS16 of Havant Borough Local Plan Core Strategy 2011 and DM21 of the Havant Borough Local Plan (Allocations) 2014 and the NPPF.

- 4 The intensity of illumination shall not exceed 400 candelas per m2 and the illumination shall not flash or change colour.

**Reason:** In the interests of the amenities of the area and highway safety 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 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/pes](http://www.planningportal.gov.uk/pes).
- (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 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:
  - Your application was acceptable as submitted and no further assistance was required.

*Andrew Biltcliffe*

Andrew Biltcliffe  
Executive Planning Service Manager

05 February 2016