



Havant
BOROUGH COUNCIL

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To:
Mr V Patel
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Cowplain
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**THE TOWN AND COUNTRY PLANNING ACT 1990
THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007
Refusal of Advertisement Consent**

Application Number: APP/14/00218

Site Address: 26-30 London Road, Cowplain, Waterlooville, PO8 8DL

Proposal: Display of 1No. LED screen display board.

Further to your application received on 27 February 2014, which was valid from 04 March 2014, Havant Borough Council, as Local Planning Authority, **Refuses Advertisement Consent** for the above proposal.

The reasons for the Council's decision to refuse advertisement consent are:

- 1 The proposed LED screen display board, by reason of its siting facing a highway adjacent a traffic lighted junction, and method of rotational display, would constitute a distraction to drivers and a hazard to road users. It is therefore considered to affect public safety, contrary to advice in the National Planning Policy Framework, 2012 and Planning Practice Guidance on Advertisements, dated 6/3/14 and contrary to policies CS16 and DM10 of the Havant Borough Local Plan (Core Strategy) 2011 and policy DM21 of the Havant Borough Publication Local Plan (Allocations), October 2013
- 2 The erection of this sign in addition to the existing advertisements displayed, would result in an excessive display and clutter of advertisements, which would be detrimental to the visual amenities of the healthcare site and local community within which it is located. Furthermore, its precise siting and height on the building, above the ground floor fascia level, is considered detrimental to the visual appearance of the building. It is therefore considered to be detrimental to amenity, contrary to advice in the National Planning Policy Framework 2012 and Planning Practice Guidance on Advertisements, dated 6/3/14, and contrary to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and policy DM21 of the Havant Borough Publication Local Plan (Allocations), October 2013.

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

Our Ref: APP/14/00218

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.
- (3) You are advised that the three existing sign boards on the west elevation of the Healthcare premises are likely to be unauthorised by virtue of their size and location. You are advised to reconsider the signage at the whole centre in a more comprehensive manner. Such an approach would not necessarily prohibit illuminated signs, but any illumination needs to be static only. Signage is normally expected to be below first floor level.
- (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 sought and were provided with pre-application advice concerning requirements of submission,
- Your application was unacceptable as submitted and advice given as to reasons why.



Mr Chris Murray
Service Manager (Planning Development)

11 April 2014