



To:
Mrs R Nash
Thorns - Young Ltd
232 London Road
North End
Portsmouth
PO2 9JQ

For: Mr G Robinson

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

Application Number: APP/14/00628

Site Address: 2 New Road, Havant, PO9 1DE

Proposal: Continued display of 2No. wall mounted signs and 1No. freestanding sign.

Further to your application received on 18 June 2014 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 signs by reason of their size and siting are an unduly obtrusive feature on the premises resulting in an excessive display and clutter, to the detriment of the visual amenities of the locality which is predominantly residential in nature. As such the signs also conflict with the objectives of policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, and DM21 of the Havant Borough Publication Local Plan (Allocations) 2014 and the National Planning Policy Framework 2012.

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

Other Important Information:

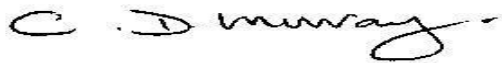
- (1) This notice only relates to the decision of Havant Borough Council as Local Planning Authority under the Town and Country Planning (Control of Advertisement Regulations). It does not relate to any application that may be required under the Town and Country Planning Acts, Building Regulations or 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 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/pes.

(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.

A handwritten signature in black ink, appearing to read 'C. D. Murray'.

Mr Chris Murray
Service Manager (Planning Development)

13 August 2014