Havant
BOROUGH COUNCIL

Civic Offices
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To:
Mr J Gratton
Lidl UK GMBH
First Floor 33 London Road
Cowplain
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Hants
PO8 8DF

For: Lidl UK GMBH

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

Application Number: APP/10/00143
Site Address: 31A-33A London Road, Cowplain, Waterlooville, PO8 8DF
Proposal: Display of 1No. internally illuminated projecting sign.

Further to your application received on 12 May 2010, 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 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 & Country Planning (Control of Advertisements) Regulations 1992

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 provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992

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 provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992

4 No advertisement is to be displayed without the permission of the owner of the site, including any licence required from the highway authority, 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 1992.

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 provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.

6 The illumination of the proposed fascia sign shall be contained to the lettering of 'Lidl' and the company logo as indicated on the plans submitted.
Reason: In the interests of the amenities of the area and having due regard to saved Policies D1 and TC14 of the Havant Borough District Wide Local Plan 1996-2011, which forms part of the Havant Borough Local Development Framework, Policies CC1, CC2 and CC6 of the South East Plan and Planning Policy Statement 1 and Planning Policy Guidance 19.

7 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area.

8 The signs shall be affixed to the building in such a position that the lowest part of the sign is not less than 2.4 metres above the level of the footway.
Reason: In the interests of highway safety.

9 The intensity of illumination shall not exceed 1600 candelas per m2.
Reason: In the interests of the amenities of the area and highway safety.

10 The signs hereby approved shall be removed on or before the 7th July 2015.
Reason: To accord with Regulation 14(7) of the Town and Country Planning (Control of Advertisements) Regulations 2007 and in the interests of visual amenity and having due regard to saved Policies D1 of the Havant Borough District Wide Local Plan 1996-2011, which forms part of the Havant Borough Local Development Framework, Policies CC1, CC2 and CC6 of the South East Plan and Planning Policy Statement 1 and Planning Policy Guidance 19.

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 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.gvo.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 Planning and Development service at the Civic Offices or by telephoning 023 9244 6015.

Mrs J A Batchelor
Head of Development & Technical Services

07 July 2010

Our Ref: APP/10/00143