Havant BOROUGH COUNCIL

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To:
Mr CARPENTER
Planware Ltd
The Granary
First Floor
37 Walnut Tree Lane
Sudbury, Suffolk
CO10 1BD

For: McDonald's Restaurant Ltd

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

Application Number: APP/11/01233
Site Address: ASDA, Purbrook Way, Havant, PO9 3QW
Proposal: Display of 1No. illuminated freestanding directional sign. (Re-submission.)

Further to your application received on 12 July 2011, 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 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 area. It is therefore contrary to policy CS16 of the Havant Borough Core Strategy 2011 which forms part of the Local Development Framework and Planning Policy Guidance 19.

In coming to it's decision the Council considered the plans and other documents submitted with your application, (as amended by the plans and documents received on) (and) (as supplemented by additional information and/or plans received on).

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.

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(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.

Mr Chris Murray
Service Manager (Planning Development)

02 April 2012

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