Havant
BOROUGH COUNCIL

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To:
Mr Jupp
Stephen Jupp MRTPI
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For: Mr Carter

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

Application Number: 10/73087/001
Site Address: Unit 1, Dakota Business Park, 14 Downley Road, Havant, PO9 2NJ
Proposal: Erection of 2No.10m flagpoles and display of Formaplex corporate logo.

Further to your application received on 07 January 2010, which was valid from 13 January 2010, 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 proposed flag advertisements would by reason of their prominent siting, size and height be harmful to the character and visual amenities of the area. The development is therefore contrary to saved Policy D1 of the Havant Borough District Wide Local Plan 1996-2011, which forms part of the Havant Borough Local Development Framework, and Planning Policy Guidance 19.

In coming to its decision the Council considered plans and other documents submitted with your application and the saved policies of the Havant Borough District Wide Local Plan 1996-2011, forming part of the Havant Borough Local Development 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 Acts. It does not relate to any other application that may be required under the 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.gov.uk/pcs.

Mrs J A Batchelor
Head of Development & Technical Services

09 March 2010

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