Havant
BOROUGH COUNCIL

Civic Offices
Havant
Hampshire PO9 2AX

Tel (023)9247 4174
Fax(023)9244 6588
DX50005 Havant
www.havant.gov.uk

To:
Merrill Brown Ltd
Maythorn Mill
Trent Lane
Nottingham
NG2 4DS

For: Alliance/Boots

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

Application Number: APP/10/00580
Site Address: 22-24 West Street, Havant, PO9 1PG
Proposal: Display of 3No. illuminated fascia signs and 1No. illuminated double sided projecting sign to replace existing.

Further to your application received on 31 August 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 advertisement signs, by reason of their excessive size, height and design would be an unduly obtrusive feature in the general streetscene to the detriment of the visual amenities of the locality which forms part of the St Faiths Conservation Area. The development would therefore conflict with saved policies D1 and HE1 of the Havant Borough District Wide Local Plan, which forms part of the Havant Borough Local Development Framework, Planning Policy Statement 5 and Planning Policy Guidance 19.

In coming to it's 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.gvo.uk/pcs.

Julia Potter
Executive Head of Planning and Built Environment

26 October 2010

Our Ref: APP/10/00580