The Planning Inspectorate

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Miss Karen Wooden
Havant Borough Council
Business Development & Support Team
Civic Centre
Havant
Hampshire
PO9 2AX

Your Ref: 10/68908/022

Our Ref: APP/X1735/H/10/2127994

Date: 3 November 2010

Dear Miss Wooden

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Appeal by Hargreaves Management
Site at Solent Retail Park, Solent Road, Havant, PO9 1ND

I enclose a copy of our Inspector's decision on the above appeal.

If you have queries or complaints about the decision or the way we handled the appeal, you should submit them using our "Feedback" webpage at www.planning-inspectorate.gov.uk/pins/agency_info/complaints/complaints_dealing.htm. This page also contains information on our complaints procedures and the right of challenge to the High Court, the only method by which the decision can be reconsidered.

If you do not have internet access, or would prefer hard copies of our information on the right to challenge and our complaints procedure, please contact our Quality Assurance Unit on 0117 372 8252 or in writing to the address above.

Please note the Planning Inspectorate is not the administering body for High Court challenges. If you would like more information on the strictly enforced deadlines for challenging, or a copy of the forms for lodging a challenge, please contact the Administrative Court on 0207 947 6655.

Yours sincerely

HAVANT BOROUGH COUNCIL
04 NOV 2010
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Carrie-Anne Aldridge

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INVESTOR IN PEOPLE
POSITIVE ABOUT DISABLED PEOPLE

The Planning Inspectorate

Appeal Decision

Site visit made on 20 October 2010

by Michael Ellison MA (Oxon)

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 3 November 2010

Appeal Ref: APP/X1735/H/10/2127994
Solent Retail Park, Solent Road, Havant, Hampshire, PO9 1ND

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Hargreaves Management against the decision of Havant Borough Council ("the Council").
- The application Ref 10/68908/022, dated 2 March 2010, was refused by notice dated 28 April 2010.
- The advertisement proposed is two interchangeable internally illuminated sign boards, 1.4m x 2m, affixed to existing advertising totem structure.

Decision

1. I dismiss the appeal.

Main issue

2. The main issue in this case is the visual impact of the proposed illuminated sign boards at the site and within the surroundings.

Reasons

3. Solent Retail Park is a modern development, opened within the last few years. Each of the units within the site has a tubular steel structure to the front facing Solent Road on which the store name is displayed. The signs are of a consistent size, and have been displayed with the benefit of express advertisement consents.

4. At the southeast corner of the retail park, adjacent to the access from Solent Road to the car park which serves the whole development, there is a triangular totem structure with a height of around 10.9 metres, which contains illuminated panels to two sides. Again, this is constructed of tubular steel, and one of the illuminated side panels faces each direction of approach from Solent Road. Each of those side panels contains eight individual advertisements naming each of the stores represented in the retail park. Although the individual advertisements differ in colour and lettering (to reflect the house style of each of the businesses concerned), they are of consistent size.

5. The totem structure was granted express consent under ref: 06/68908/011 on 13 April 2006. That consent was granted on the basis that the third side of the totem structure, which faces the car park and the retail stores, would be faced by a plain panel. That plain panel has not, however, been installed,

and the third side of the structure remains open, with the small electrical box required to illuminate the advertisements on the other two faces of the structure in view.

6. The appeal proposal is to use part of the third side of the structure to locate two illuminated sign boards, each measuring 1.4 metres by 2 metres. Unlike the signs on the other two sides of the structure, they would not fill the full width of the structure; they would not be consistent in size with the advertisements on the other two sides; and they would not take up an equivalent height of the structure.

7. They would damage the unity of design which has been followed in the retail park, and particularly in the design followed in connection with the totem structure.

8. While the third side of the structure cannot readily be seen from either of the approaches along Solent Road, it can be seen from the stores within the development, from the car park serving the development, and from the public footway and cycleway which runs along the eastern side of the development. In many views from those locations, it would be possible to see the third side of the totem structure alongside views of one of the other two sides. Such views would demonstrate the different design of the appeal proposal.

9. I consider that the appeal proposal, with its failure to follow the design approach adopted throughout the rest of the development, would be detrimental to the visual amenity of the site and its surroundings. For that reason, I have dismissed the appeal.

Michael Ellison

INSPECTOR