FAREHAM BOROUGH COUNCIL

CIVIC OFFICES CIVIC WAY FAREHAM HAMPSHIRE

4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

5. No advertisement 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 use of any highway, railway, waterway (including coastal waters) or aerodrome (civil or military).

6. The Illumination of the signs hereby approved shall not exceed 720 candelas per square metre unless otherwise first agreed in writing with the Local Planning Authority.
   REASON: In the interests of the visual amenities of the area in accordance with Policy DG8 of the Fareham Borough Local Plan Review.

AND hereby **REFUSE** to consent to the display of advertisements described at **(B)** above, in accordance with that part of your application and the plans and particulars submitted in connection therewith, for the following reason:

1. The proposed internally illuminated projecting cube signs are considered unacceptable in that the signs would not be in harmony with the style, character and appearance of this prominent building, detrimental to the amenity and the historic interest of the conservation area and therefore contrary to Policies HE7(A)(C) and DG7(A) of the Fareham Borough Local Plan Review.

Alan Wells.

CHIEF DEVELOPMENT CONTROL OFFICER