

Planning Statement

For Advertisements at

**12A – 12B
Solent Retail Park
Solent Road
Havant**



Planning Portal Reference: PP-13352528
August 2024

1.0 Introduction

- 1.1 This Planning Statement accompanies an application for an advertisement consent at the premises known as 12A-12B, Solent Retail Park, Solent Road, Havant.
- 1.2 The building comprises a single storey, semi-detached vacant retail unit (formerly Evans Cycles).
- 1.3 The incoming tenant (and applicant), Salvation Army Trading Company Ltd, is seeking to erect advertisements to suit their requirements, whilst also being compatible with the design challenges the building presents.
- 1.4 As part of the works, besides signage affixed to the building, a modest freestanding sign is proposed adjacent to the Car Park entrance to better highlight the access route.
- 1.5 The new signage has been designed to create clear messaging, whilst trying to minimise the impact on surrounding areas and sit compliment that of the adjacent retailer, Flooringsuperstore.com.
- 1.6 This document should be read in conjunction with the accompanying documents & drawings included in the application.
- 1.7 The proposal is considered to be of merit as it improves the appearance and is of very low impact on its surroundings.

2.0 Site Location and Information

- 2.1 The site is located within a large Retail Park, with a small amount of domestic dwellings nearby.

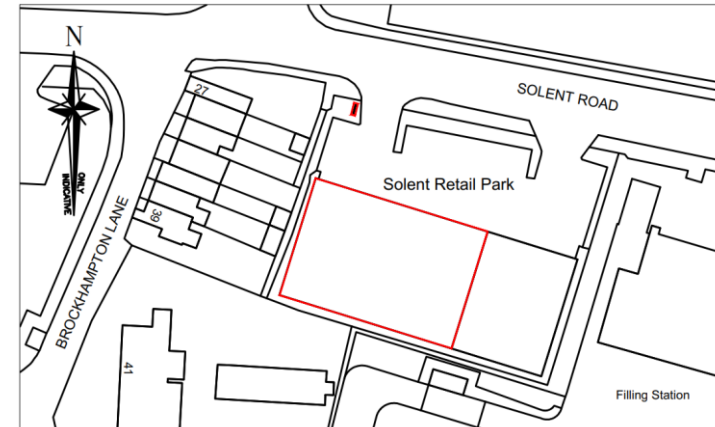


Fig.1 – Extraction from Location Plan

3.0 Planning History

- 3.1 No relevant Planning History noted.

4.0 Conclusion

- 4.1 The Advertisement Consent scheme is considered to be suitable for the premises and area in which it is located.