

ADVERTISEMENT

Project. _____
Planning. _____ B&M Havant
JOB No. _____ Consent to Display and advertisement
Date. _____ 21209-1
_____ 11-03-2020

We have prepared this document supporting documentation for advertisement consent. Application for the installation of signage on the East Elevation of this building in Havant. Due to the the lack of prominence on the retail site B&M feel there is a need to install a new signage arrangement of the building which will result in the insertion of new signage into signage zone as provided.

Sapphire signs has a full commitment to deliver this scheme with immediate effect subject to obtaining the necessary approval and it is considered that the proposed signage scheme is acceptable and fully accord with relevant Planning Policy and the Council should support this development. Sapphire on installation of the will take into account all public safety and will produce all risk assessments and installation assessment of the site in accordance with all of there safety accreditations and certificates.

We believe the scheme we have put together is simplistic in nature and the proposed development provides the building with a new advertisement on the east elevation which is illuminated and which would provide the new occupants with the required signage they need for their business. Essentially, the proposed signage is of a similar nature to other tenants signage on the park and in keeping with the existing occupants.

The proposed signs would only occupy a small area of the east elevations of the building and it is important that the method of illumination is appropriate on such a building and in this instance the illuminated area will be limited to one sign above the main entrance and this will provide a subtle arrangement and not one that will have a poor relationship with the host building, therefore the illumination level for this sign is to be 500 cd/m². The signs will not have any intermittent light sources, flashing lights, moving parts or features, exposed cold cathode tubing, animation or retroreflective material.

With the information supplied within this statement, the business who occupies this unit of building has chosen to locate their business within this part of Havant and their commitment to investing in this property in the manner shown should be supported by the Council.

Regards,

Francesca Wheal | Drawing Office | Sapphire Signs Limited