

PLANNING STATEMENT IN SUPPORT OF AN ADVERTISEMENTS CONSENT APPLICATION ON BEHALF OF DOMINO'S PIZZA UK & IRELAND LTD.

PROJECT:	Havant	PROJECT NO.:	C5202
ADDRESS:	39 West Street / 2 Park Road South Havant Hampshire PO9 1LA		
PROJECT DESCRIPTION:	Proposed internally illuminated signage to front and side elevations.		

INTRODUCTION:

This Statement is submitted in support of an application for Advertisements Consent made by Hattrell DS One Architects LLP on behalf of Domino's Pizza UK & Ireland Ltd., under the Town and Country Planning (Control of Advertisements) Regulations 2007 for new signage at the above-mentioned property to facilitate the occupation and use of the premises by Domino's as an A5 hot food pizza takeaway and home delivery outlet. The Statement forms part of a comprehensive submission, and follows, where applicable, a site visit and a study of current approvals.

SITE AND SURROUNDING AREA:

The premises are located at the junction of the B2149 Park Road South and West Street on the edge of the retail and commercial centre of Havant. Rear access is via a common service yard and parking area accessed off Brockhampton Lane. Surrounding properties are largely retail or other commercial on the GF with offices or flats above. The property is not Listed, nor within a Conservation Area.

CURRENT USE:

The premises are currently vacant but are reported to have been last used as a HSBC Bank. Planning Approval for Change of Use to A5 was granted on 28 January 2019 (reference APP/18/01234). This Approval included the proposed alterations to the shopfronts, the proposed external compressors for the air-conditioning system and cold room, the proposed air intake system with grille in the external and the proposed oven extract system with duct to high level.

PROPOSED SIGNAGE:

All signage appertaining to the previous occupation of the premises by HSBC has already been removed. From old photographs it would appear that these took the form of continuous fascia signs for the full length of 39 West Street and the full length of 2 & 4 Park Road, with projecting signs on both elevations. What is left is the continuous timber fascia to both elevations and it is proposed to mount Domino's fascia signs directly onto this, with a projecting sign at the LH end of the fascia to 2 Park Road South. Details of the proposed signs are as follows (refer also to the drawings attached to the application): -

FASCIA SIGNS (1 & 2) - Aluminium Facias, Internally Illuminated Aluminium & Acrylic Built-Up Letters & Logo: - REFER ALSO TO DRAWING STAR-FS1. 2mm aluminium back panel formed on 4 sides with 25mm folded returns complete with 20x20mm internal aluminium fixing angle to top & bottom or 20mm up & downstands depending on circumstances. Panel is to be etch primed and powder coated semi-gloss grey to match RAL7043 Traffic Grey. Install to a sealed and weathered area provided by others. To the face of the fascia panel will be applied a built-up tile logo, text and 50mm high strap line, 65mm returns all round to letters and logo, 30mm returns to strap line, all constructed from 2mm

aluminium, white powder coated to RAL9010, inside and out, with 5mm translucent opal white acrylic faces. Acrylic to be rebated to fit flush to aluminium returns and all clear siliconed together. Letter & logo backs to be 10mm Foamex screwed flush to aluminium back panel. The face of the tile logo is to be decorated with 5-7-year vinyls to translucent blue Mactac 9738-05 & translucent red Mactac 9758-06. Vinyl is to be stencil cut to show white dice dots through. White border all round, equalling the gap between red & blue vinyls. "TM" in blue vinyl and "®" in white vinyl applied to back panel. The fascia tile logo is to be positioned 50 mm from the top of sign, 50mm from the strapline and 100mm from the fascia lettering. The fascia lettering is to be positioned 138 mm from the top of sign to the top of the dot of the "i" in "Domino's" and 50mm from the strapline. The strap line is to be unlit, with a white sprayed aluminium back. Logo & Domino's text are to be evenly illuminated by LED modules mounted on the Foamex, with all wiring & drivers unseen.

PROJECTING SIGN (3) - Aluminium & Acrylic, Internally Illuminated Double Sided: - REFER ALSO TO DRAWING STAR-PS6. Case constructed from 125mm wide extruded aluminium framework and sides, having at least one edge removable. Case, carcass and wall back plate with 2no. 37.5mm circular aluminium spacer bars, all painted grey to match RAL7043 Traffic Grey. An internal core panel of foamex is fitted to take 2 sets of LED modules for even illumination both sides. Face panels to be 3mm translucent opal white acrylic with applied vinyl in translucent blue Mactac 9738-05 & translucent red Mactac 9758-06 leaving a white border all round, equalling the gap between red and blue vinyls.

WINDOW FILM: - Applied internally for security/privacy. Opaque frosted silver-grey vinyl film where required to be fully obscured, colour to match Pantone 13-4403 TPX Silver Birch or equivalent.

MANIFESTATION: - Where required, manifestation to glazed windows and doors to be in accordance with Approved Documents N2 & M2. Manifestation to be in the form of 50mm Ø frosted vinyl roundels applied to inside face of glass @ 250mm centres, in bands at two levels - from FFL/GL, 900mm to CL of lower band and 1500mm to CL of upper band. NB. manifestation not required to windows where internal sit up bars are installed, due to integral modesty panel, or where there are internal window poster frames.

LUMINANCE: - Maximum luminance of all signs is 200 candelas/m².

TYPEFACE: - The type face is to be Domino's UK Font. This & the tile logo are obtainable only from Domino's UK Property Department.

NOTES: - ALL SIGNAGE TO BE DESIGNED TO THE LATEST DOMINO'S PIZZA UK & IRELAND LIMITED "PROJECT STAR" IMAGE. Fixing and support details to be approved by Local Authority, all by specialist signage contractor. Main contractor to provide suitable flat grounds and electrical power tails for the signage. Projecting signage to have a minimum 2440mm clearance or as otherwise required by Local Authority. Signage projecting over the public highway will require a licence or an amendment to an existing licence under section 177 of the Public Highways Act 1980. The consent of the property owner is required under the Town & Country Planning Act 1990 Town & Country Planning (Control of Advertisements) Regulations 2007.

Tile logo must always be at 45deg.

Single domino dot must always be at the top.

A small blue TM is to be incorporated at the bottom of tile logo.

A small white ® is to be incorporated to the top right of the "Domino's" letter "s".

Surrounding properties are all in retail or other commercial use, all with large fascia signs, many with projecting signs. Methods of illumination vary. Domino's proposed fascia signs will be the same height as the former HSBC fascia signs, will fit the fascia band that was originally provided for signage to this property and will not be out of keeping with the building or the surrounding area.

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