

Motor Fuel Limited
Esso Havant Service Station
87 Havant Road
Emsworth
Hampshire PO10 7LE

SIGNAGE PLANNING STATEMENT



01. The premises are an existing operational fuel service station on Havant Road.
02. Fuel stations are branded by the supplying oil company during the period of the supply time, generally 5 years
03. The site changed supply arrangements a number of times in the last few years:

2009-2011	Texaco
2011-2015	Murco / Costcutter
2015-2021	BP
2021	Esso
04. The pole sign (PID, totem) contains information that the service station must display – price display. By law service stations must display the price of fuel and the display must be legible and visible to potential customers from the side of the road.

05. Service stations remain a necessity and they, in total (8500 sites), employ 100,000 people (2016 – UKPIA). Each 100 employees generate £1 million for the wider economy, supporting a further 18 jobs through their spending.
06. The forecourt and advertising on the forecourt are of critical importance to the success of a fuel and retail location.
The current site is long established and has a range of approved signs which advertise prices, nature of other services available on site, demonstrate corporate logos and provide directional signage for motorists within the site. These are generally considered moderately abundant, but relatively subdued and not overly intrusive.
The pole sign is prominently positioned in order to achieve its purpose which is not unreasonable. Overall the signage is typical of what might be expected at a service station.
07. Justification for the advertisement in order to comply with the law and in order to attract trade will be balanced against reasonable considerations of amenity and public safety.
08. Local planning authorities are required to exercise their powers under the regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety. The principle or need for signage should not be challenged.
09. In practise local authorities must interpret what is meant by these expressions as they apply in particular cases. Amenity is usually understood to mean the effect on visual amenity in the immediate neighbourhood of displaying an advertisement.
10. An illuminated pole sign has been in place at the service station for many years and since 2009 has changed in character and appearance on four known occasions.
11. There is no way of knowing the extent to which levels of illumination varied on each of these four occasions. The new Esso pole sign is 0.5m higher, 0.45m less wide and is a single leg sign whereas the previous BP was a twin leg monolithic sign.
Levels of illumination are given for the Esso; they are not known for the BP sign. There are no historic consent to display applications available on the planning search page of Havant Borough Council.

RETAIL ROADSIDE DESIGN AND ARCHITECTURE

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