

APPLICATION FOR ADVERTISEMENT CONSENT

NEXT RETAIL LTD

SOLENT RETAIL PARK, HAVANT, PO19 1ND

SUPPORTING PLANNING STATEMENT

1. Introduction

This Statement is submitted to accompany an application for the installation of three replacement fascia signs on the front and side elevations of the Next unit on the Solent Retail Park.

2. Application Details

The application proposes to replace the three existing internally illuminated fascia signs on the front and side elevations with replacement signs of a similar size in the same locations.

The signs are being updated to reflect the applicants re-branding using capital letters rather than lower case.

The sign on the side elevation comprises glass mounted individual letters in white acrylic, 4.6 m x 1.1m x 0.09m. The letters are 4.8m above ground level.

The lettering will be internally illuminated via LED's

The two signs on the frontage are mounted on rails beneath the weather canopy across the shop frontage. There is one sign above each of the two entrance doors on this elevation both of the same dimensions 5.4m x 1.2m x 0.16m and mounted 4.8 m above ground.

3. Analysis

The proposed signs have been designed to fit within the existing signage areas and simply incorporates a replacement capital lettering to reflect the applicant's latest branding. The illumination will be via LED on a back panel.

The proposed replacement fascia signs have been carefully designed to respect the character of the building and the existing signage zones on the shops in the vicinity.

In summary the signs:

- Are not bold, dominant or out of scale/keeping;
- Will replace existing signage;
- Incorporate discrete internal illumination via LED's which are energy efficient;
- Are designed in subtle colours which are not garish or out of keeping with the area; and
- Will have no detrimental impact on the area.