

Unit 10 Kenwood Business Park New Lane Havant

Planning Statement for New Advertising Signage

Background

Kenwood, part of the Italian group DeLonghi, wish to relocate the Outlet Shop, Academy, Service Centre and Returns Department from Unit 1 to Unit 10. Unit 10 will also accommodate an Auditorium capable of seating up to 200 persons, a Training Room, Toilet Facilities and Store rooms. The Auditorium shall be capable of being sub-divided in to smaller rooms with sliding folding partitions. Kenwood also have plans to upgrade and refurbish Unit 1, which is part of the same, phased project.

Planning approval has been received for this project but late changes by the Client has necessitated a change on the signage above the Shop to the West Elevation. These are

- revised letter content and layout
- increased length and width
- Self-illuminated – it is understood that controllable day-light sensors will be provided.

Signage



The revised sign will be 3.6m long by 2.4m wide and will be centrally located beneath the roof apex.

The Proposal

The proposal consists of an application for consent to display a fixed self-lit sign, as shown on the accompanying Architects' drawing 34179-102 Proposed Elevations, to announce to both pedestrian and vehicular traffic, the location of the Retail Outlet Store and Cooking Academy, on the West elevation gable end of Unit 10, within Kenwood Business Park, New Lane, Havant. Planning Approval has been provided, but Client changes has necessitated consent to be sought for this signage, which was part of that change.

Work on site has commenced and at the time of submission of this application the external wall cladding has yet to go on but the new roof has been completed.

Planning Considerations

The very nature and location of the sign will not deter nor impact on the general characteristics of the locality. This includes the presence of any feature of historic, architectural, cultural or similar interest and factors relevant to

public safety including the safety of persons using the highway and whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign.

Visual Amenity

Kenwood Business Park already has a large signs on site to Unit One, for the existing Shop which is to be removed; the new sign will be of similar size, again face-fitted by brackets but with the halo-illumination LED lighting within the sign; this will result in the sign being thicker (approx. 100mm overall). To the new Shop location it will feature above the shop entrance and look out over the Client's car park. Informing and establishing the corporate identities of the daughter logos. Flood-lighting will be provided each side of the sign to address security issues and provide the expected lighting during open hours of diminished light. It must be noted that the two banners denoting SHOP will not be on the new building.

Given the distance from Business Park entrance to Unit 10 the criteria for definition and scale will be met by the size and clarity of the proposed sign.



Kenwood Business Park

Unit One Offices to the right, Unit Ten to the left in the distance.

Public Safety

Government guidance states that in assessing an advertisement's public safety impact, the key consideration must be whether the advertisement itself or the location proposed for it creates a hazard to, or endangers people in the vicinity who are taking reasonable care of their own or others safety. In terms of creating a hazard this will not be the case as;

- The location will not appear as a 'sudden feature', nor will it contain any moving elements;
- The type of advertising proposed does not require close study, nor would it obstruct nor confuse any road-users views of road signs or traffic control signals.
- The simple typological and graphic elements incorporated into the screen are specifically designed to be readily assimilated and understood by road and pedestrian users in the vicinity.

Thus the proposal could be considered to be against the interests of public safety.

Conclusions

The location of Unit 10 is essentially the mid-point of the Business Park; it is felt that there is no other nearby building of significant difference nor location which could generate an argument of impingement caused by the size,

location and nature of the proposed sign. The sign has to inform those from a distance and denote a strong sense of belonging to Kenwood's main building, Unit One, across the adjacent road.