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Havant Borough Council
Public Service Plaza
Civic Centre Plaza
Havant
Hampshire
PO9 2AX

20 October 2021

Dear Sir / Madam,

Application for consent to display an illuminated freestanding totem sign at the former Buttericks site (Spring Business Park), 38 New Lane, Havant, PO6 2NE

With this letter and on behalf of our client Kingsbridge Estates Ltd Pension Scheme we have submitted an application for Advertisement Consent (planning portal reference PP-10324766).

The proposed signage forms part of a package of enhancements for the redeveloped Buttericks site. The development of the two new industrial buildings (comprising of 12 individual units in total) was given planning approval in October 2019 under reference APP/19/00660. The construction of the new business premises is approaching completion (just awaiting landscaping to be carried out mostly). Therefore, the developer is keen to ensure that when the units are occupied, there is sufficient directional signage.

In support of the application, please find enclosed:

- **Location Plan & Signage details:** 18041-HNW-ZZ-ZZ-DR-A-1150 (PO2) Scale 1:1250 @ A3
- **Updated Landscaping General Arrangement Drawing:** LLD1619-LA-DWG-100
- **FirstLife Internal Lighting Details and Specification**

The purpose of the application is to request the display of an internally illuminated freestanding totem sign on the corner of the vehicular entrance. This is positioned on the southern side of the site, facing Stanbridge Road. This was considered the most appropriate, location, even though the site is on the corner junction of New Lane and Stanbridge Road. The top fret cut lettering stating 'Spring Business Park' will be internally illuminated, providing 117.6 lumens per module. The colours chosen match and are complementary to the colours found on the new business premises. Please see the submitted plans for more details.

Please also see some photographs of the site taken a short time ago, during construction.



Stanbridge Road (units opposite proposed signage)



New Lane frontage



Stanbridge Road new site entrance under construction (August 2021)

The proposed totem sign acts as a directional sign indicating the site entrance for Spring Business Park. The proposed totem sign is in a corner location as you enter the site, where a tree was previously shown to be planted. This has been relocated to the New Lane frontage on a like for like replacement basis (albeit the soft landscaping is due to be implemented shortly now we are in the appropriate planting season).

Given its wider context and urban backdrop, the signage is considered both functional and visually appealing. Furthermore, the signage does not hinder, compete with or obstruct any highway signage given it is set back into the site. The modest level of internal illumination to the sign is also considered appropriate to the area.

The proposed advert is therefore considered acceptable, having regard to the relevant policies in the Local Plan. However, please do not hesitate to contact me if you require any further information.

Yours sincerely

Nellows

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