



Planning Statement in support of Application for Consent to Display Advertisements at:

B&Q Purbrook Way, Havant PO9 3QJ

LPA: Havant Borough Council

We (Image Technique Ltd, the Agent) acting as an agent on behalf of B&Q (the Applicant), have recently submitted a full ADV application for the above premises via the planning portal. The council should have also received a full, completed application form, accompanying signage proposals and OS map extract depicting the site.

B&Q as a company is conscious of previous negligence over the appearance and efficiency of their signage, as they are currently in disrepair and using inefficient, out-of-date lighting technologies. This application forms part of a nationwide initiative to both improve the aesthetic of the sites; by installing new, modern signage, and reduce the ecological consequence; via installing internally housed, energy efficient LED lighting.

All signage items will be fabricated by Image Technique Ltd; a professional, specialist signage manufacturer, with a successful history spanning 19 years. This, in turn, will greatly reduce any negative impact the premises may currently cause to the visual amenity of the local area. The refurbishments will also impact positively on local commerce for B&Q, as well as other local businesses.

We hope that the council bear in mind these intended improvements when considering the outcome of the application.

Image Technique Ltd.

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