

**APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT AT THE PREMISES OF:
SUBWAY BP GARAGE, 32 WEST STREET HAVANT PO9 1PG**

Planning Statement

After recent consultations with both design consultants and our Client, Subway, we have agreed a signage proposal taking into careful consideration the style of the building, location of the property and how much of a visible impact this will incur on the surrounding area.

Assessment

The building is not in a Conservation Area and is not listed. The listing refers to the exterior lit and unlit fascia signs.

As present, the building is a BP Garage, and is a petroleum company with an internal convenience store. The former has been in position for some time.

We are proposing to install lit and unlit signage on behalf of BP. There is entrance and exit access routes across the site generally.

Evaluation

Given the general commercial makeup of this site and the building, we do not foresee any detrimental impact by including the additional signs.

The identification will allow traffic to identify the premises wares, direction and parking to create safe environment for customers

Proposal/Setting

The proposal is for Subway, and the works proposed would be for lit and unlit signage to the front and side of the building.

Due to the nature and design of the signage, we do not envisage any detrimental impact on any area of historical interest.

Context/Significance

No change of use or external changes are proposed, therefore general contextual issues would not be affected.

Consultation

No consultation has been carried out due to the nature of the proposed works.

Amount of Impact/Development

The unit is remaining as existing and therefore not an issue in this instance.

Layout

Again, the unit would generally remain as existing and therefore not an issue in this instance.

Scale

Again, the unit would generally remain as existing and therefore not an issue in this instance.

Landscaping

Again, the unit would generally remain as existing and therefore not an issue in this instance.

Appearance

The unit will remain as existing, apart from the addition of our new signage and therefore not an issue.

Sustainability

The proposals are generally contained within the existing building and therefore be no/very limited bearing on the external environment.

Accessibility

Again, the unit would generally remain as existing and therefore not an issue in this instance.

A mock-up proposal in photographic format of how the signage will look, together with detailed set-out and construction drawing to demonstrate methods of fixing treatment, are included.

Our signage proposal for BP is for unlit and certain LED illuminated signs having a light level not exceeding 200cd/m².

Access

The works have been carefully considered. No changes are proposed to the property.

Our Client is always respectful to the surrounding area when making decisions on signage proposals. However, due to the variations in locations each Council will have specific requirements to which we endeavour to meet.