

Mr. Steve Weaver Esq.
Planning Department
Havant Borough Council
Civic Centre Road
Havant
Hampshire, PO9 2AX

Our Ref: HBC.HASRP.141107

7th November 2014

Dear Steve

**CONSENT TO DISPLAY AN ADVERTISEMENT ATVSOLENT TRADE PARK, HAVANT
PLANNING STATEMENT**

We have the pleasure to submit an application for consent to display an advertisement at the aforementioned premises.

Accordingly, this application has been submitted via the on-line Planning Portal and is accompanied by the following:-

1. Completed advertisement application form;
2. Site location Plan (ref: 480/34/1_1)
3. Proposed signage scheme drawing
4. Proposed signage position (ref. 146 300 100E)

The Proposal

Specifically, the proposal is for an illuminated sign to be positioned at the entrance to the Solent Trade Park estate, as shown on the accompanying plan ref. 146 300 100E, for the purpose of announcing the occupiers on the Trade Park.

The sign will be double-sided free standing curved monolith sign 1800mm (w) x 6600mm (h) consisting of a shot blasted and hot zinc sprayed steel sub frame, clad with rolled and folded aluminium pales, painted with digital prints with UV laminate. Header to have fret cut text to both sides, back with opal acrylic and internally illuminated via LED's. Base panel to have fret cut area to both sides, back with acrylic and an applied digitally printed Hargreaves logo internally illuminated via LED's/

The illumination from the LEDs will be no more than 30cd and sourced via photo-voltaic cells positioned on the top of the sign. The illumination will be set to on a timer to come on at 5am to 8am and 4.30pm to 12pm.

Continued...

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The body of the sign will contain a number of panels, including the name of each occupier and not be illuminated. The top of the sign will contain the name of the Trade Park and the bottom of the sign will display the site ownership details and be illuminated. The signs have been designed to allow the tenant panels to be changeable over time as vacancies are filled and tenancies change.

Government Planning Guidance

Government guidance on advertisement proposals is contained within the National Planning Policy Framework (NPPF), published in March 2012.

Paragraph 67 of the NPPF advises that control over advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. It further advises that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

As confirmed in national policy, are only two matters for consideration relative to signage proposals in this instance, namely amenity and public safety.

The signs will be sited at the entrance to the Trade Park and on the grass section between parking bays with the intention of performing a useful purpose in announcing the location of the Trade Park entrance and the occupiers themselves. The signs will bring a fresh and vibrant look to the Trade Park and will not be out of context with the consented illuminated signs displayed by occupiers on the front building on the estate.

The erection of the signage will limit the need for occupiers to position temporary signage at the entrance of the Trade Park. This rationalisation should be considered a key benefit of the proposal and the signage has a clean and symmetrical design and will be of benefit to the street scene.

In terms of highway and public safety, it is considered that there will be no harm to the safety of pedestrians and motorists as the proposed signage scheme seeks to provide clear and readily be visible information and satisfactory lines of sight.

Conclusions

Having regard to the above, it is therefore, respectfully requested that advertisement consent is forthcoming. In the meantime, should you wish to discuss any aspect of the proposal please do not hesitate to contact the undersigned.

Yours sincerely


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