

## **Planning Validation Statement Image Upgrade at Westons Service Station**

Type: Advertisement Refurbishment

### **Site Analysis:**

#### *Location*

The site is located on London Road, and predominantly surrounded by residential properties with a minority of local businesses immediately adjacent site (Newsagent and a Public House).

#### *Size and Shape*

The overall site is approx. 800sq.m and roughly square shaped.

#### *General History*

The site currently operates and is proposed to continue operating as a Petrol Filling Station.

#### *Disability Discrimination Act*

None of the works will alter access and egress to the site or the sales building.

### **Development Objectives:**

The intention of the refurbishment is for the current dilapidated advertisements on site to be replaced with new, safer and more energy efficient items.

#### *Justification*

The signs proposed are of a similar nature to those intended to be replaced. The level of branding remains the same for the canopy and price sign, while the branded boxes over each pump will be removed and not replaced.

The signs will use less energy than existing due to utilising modern internal LED lighting and be safer due to the price change module for the freestanding price sign being electronically controlled from the shop, rather than requiring a staff member to use a stepladder on the forecourt to change the sale price indicated.

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