

From: Colin Ruddock [<mailto:colin.ruddock@bowmanriley.com>]
Sent: 10 July 2014 12:13
To: Daphney Haywood
Subject: RE: APP/14/00630 127 London Road, Cowplain, Waterloooville, PO8 8XJ

Good morning Daphney,

I'm afraid we don't know the exact extent of the previously permitted illumination of the existing signs. We have been unable to find a copy of the previous consent.

To further add to the uncertainty, in an effort to reduce carbon footprint, within the last few years Esso has undertaken an energy savings drive with respect to levels of lit advertisement. Previously entirely lit illuminated fascias to the canopy have been turned off, unless they had the Esso lettering on that section, shop fascia signs have had illumination partially removed, 'spreader boxes' (over each pump) have been turned out, and as part of these works the spreader boxes will be removed entirely.

I have attached two pictures we I hope may help. The first is a picture showing the spreader boxes which are to be removed from above the pumps. The second picture shows a missing section of the canopy fascia sign, through the 'O' a fluorescent tube can be seen, so we can be fairly certain that historically illumination was permitted and in use at this site.

So although a low level of illumination may currently be in place on the site, historically a larger level is highly likely to have been applied for and in place as was commonplace throughout Esso's sites in the UK, and indeed, around the world.

Our intentions for this proposal are not to increase the illumination levels of the signs, but to reduce the level of branding generally, and replace main signs for a newer style, fresher image that utilises more energy efficient means to light the signs.

With this in mind, we intend for any banding installed to be internally lit with the recommendations of the Institute of Lighting Engineers Technical Report 5 in mind, namely that for the size of the signage and the surrounding neighbourhood illumination intensity is shall not exceed 500cd/m2.

I hope the above and attached go some way to answering your question, but should you require any further information, please do not hesitate to contact me.

Regards

Colin Ruddock
Architectural Technician
t 01756 795611 m 07718 523824

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Registered office: Wellington House, Otley Street, Skipton BD23 1EL
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From: Daphney Haywood [<mailto:Daphney.Haywood@havant.gov.uk>]
Sent: 10 July 2014 11:02
To: Colin Ruddock
Subject: APP/14/00630 127 London Road, Cowplain, Waterloooville, PO8 8XJ

Colin

Display of 3No. fascia signs on canopy (2No. illuminated) and 1No. illuminated freestanding double sided sign.

Can you please advise me if the signs to be replaced are illuminated and if so at what level - I can not find anything on our records.

best regards

Daphney Haywood
Havant Borough Council,
Public Service Plaza,
Civic Centre Road,
Havant,
Hampshire.
PO9 2AX

Web: www.havant.gov.uk

email: daphney.haywood@havant.gov.uk

Direct Phone: 023 9244 6513