

Havant Borough Council
Havant Borough Council,
Public Service Plaza,
Civic Centre Road,
Havant
PO9 2AX

01.09.14

Re : THE BEAR @ Havant

PLANNING STATEMENT

Dear Sir or Madam:

I am proposing as the Agent on behalf of Greene King Plc (Applicant) to change the existing signage currently on The Bear, 15 High Street Havant PO19 1AA as a like for like basis to the specification of the current Old English Inns corporate identity .

The external signage and lighting and decoration (aesthetics) are being addressed as part of the improvement works.

Please refer to the attached “ Proposed ” drawings showing the elements requiring permission and their proposed location on the drawing .

It is Greene Kings intention to address the key signage on the building to enhance the overall appearance. This will run in line with their brand identity which is being implemented accross the complete Old English Inns estate.

The elements of signage that have been proposed are designed to reflect the OEI standards & are manufactured using quality materials that will remain intact for many years to come.

Existing stone detail to the frontage will be redecorated using traditional gold leaf & the existing double sided pictorial sign will be re manufactured along with a new full colour illustration. There will be a small brass & York stone plaque on the frontage to correctly identify the OEI brand and offering plus a polished brass menu case to display the menus.

The existing lighting elements will be replaced with new. The floodlights will be smaller LED units that are less obtrusive and are energy saving & environmentally friendly.

I hope the information meets with your approval , should you have any queries please do not hesitate to contact me .

Yours Sincerley,

Gareth Morgan
Director