

PLANNING STATEMENT
in support of a
ADVERTISEMENT APPLICATION FOR THE ERECTION OF
ILLUMINATED and NON-ILLUMINATED SIGNAGE
At
Langstone Technology Park
Havant PO9 1SA

In accordance with the requirements relevant to planning applications, this submission is accompanied by all necessary drawings and relevant photographs together with block plan and location map.

The proposal relates to the following re-branding signage consisting of the following:

Two internally illuminated high level signs attached to the south and east elevations of a three story office building known as Building 6000.

One non-illuminated sign attached to the same building below the south elevation sign.

Two non-illuminated sign panels at the main entrance leading from Langstone Road.

Fasset Ltd considers that the proposed signage adheres to the relevant planning policy, both at a local and national level. This planning statement demonstrates how the proposed signage would not result in any harmful impact upon visual amenity and is unlikely to cause any public safety concerns for the immediate and surrounding environment.

The main planning concerns considered within this statement are:

Will the proposed signage impact upon public safety?

Will the signage have a harmful impact upon the visual amenity?

Will the proposed signage preserve or enhance the appearance of the site.

Impact Regarding Public Safety.

Fasset Ltd consider that the proposed signage would not impact upon public safety at the site entrance as the monoliths have been designed in regard to both structure, size and colours as not to cause distraction of drivers and the obstruction of sight lines for existing road traffic signage. Placement will be a safe distance from the highway and constructed from lightweight materials minimising the likelihood of injury related to vehicular collision.

Furthermore, the signs visible from Langstone Road would not appear unduly prominent in the proposed location as drivers of vehicles and street passengers are highly unlikely to be distracted by the proposal due to its simple design. The illuminated signs proposal would be at a considerable distance and not visible from the public highway, therefore not considered a public safety concern.

Impact Regarding Visual Amenity

Fasset Ltd do not consider the proposed signage to impact upon visual amenity as the proposed signage at the entrance from Langstone Road is reduced in scale with respect to that already existing advertising hoarding (to be removed) and the road traffic directional signage.

Illuminated signage attached to the building will not be in line of sight of the public highway only visible to visitors or tenants resident at the site. The south elevation signage will be visible from Penner Road business park however low luminance output together with time switch control will reduce the visual impact accordingly.

The proposed advertisement signs would not result in the creation of additional clutter. The sign would appear to be in proportion to those already in existence which will be removed on completion of the project.

The dimensions of the proposal have been kept to an absolute minimum in order to avoid the creation of visually obtrusive advertisements. Furthermore, the LED back illumination of the proposed high level signage fixed to the building enhances the visual appearance of the façade and give direction to visitors and new tenants alike.

The scale, design and siting of the signage is considered acceptable, and as such does not cause harm to the amenity of the immediate area, adjacent business park or residential areas.. Nor does the signage represent a risk to public safety. As such the proposal is considered to meet the requirements of Planning Policy Guidance 19 (PPG 19) 'Outdoor Advertisement Control'.

In light of the above, we respectfully ask you to grant this application advertisement consent.