

PLANNING STATEMENT
TOWN AND COUNTRY PLANNING
ACT 1990

Proposed totem sign at

Larchwood Avenue

Havant

March 2013

JOB 4026

1.0 Impact Statement

- 1.1 This planning statement has been submitted in support of the application for a totem sign for the McDonald's restaurant at Larchwood Avenue, Havant.
- 1.2 This application follows the approval of an old style pole sign (ref: APP/11/01232) and proposes sleek totem in the same position.
- 1.3 The scale and location of the sign has been carefully considered in order direct customers to the restaurant but also allow integration with the restaurant building and also the wider site context.
- 1.4 The sign is located to the northern boundary of the site.

Drive Totem

- 1.5 The accompanying sign specification provides details of the sign and associated illumination. The sign employs a natural palette of colours and will integrate well into the surrounding landscape and buildings.
- 1.6 Two of the three totem appendages are to be illuminated. The golden arch and drive thru symbols are to be cut out and backlit therefore only a small section of the panels will be illuminated.
- 1.7 The illumination is restricted to small sections of the sign and limited to a luminance of 600cd/m² therefore the impact of the totem sign will be limited.
- 1.8 The sign is fully enclosed and projection is restricted to two sides only. LEDs will not be visible and there will be no light spill to the sides.
- 1.9 The proposed sign incorporates the new McDonald's Alfresco theme. This includes a more streamlined sign shape, using natural colours such as khaki green, timber effect, white and grey. This will complement the restaurant currently under construction and integrate well with the surroundings at this site.