

PLANNING STATEMENT

Project. _____
Planning. _____ DWF Havant
JOB No. _____ Consent to Display and advertisement
Date. _____ 16774-1A
_____ 15-08-2017

We have prepared this document supporting documentation for advertisement consent. Application for the installation of signage on the Front elevation north and east Elevation of this building in Havant. Due to the development there is a need to install a new signage arrangement of the building which will result in the insertion of new signage into signage zones as provided.

Sapphire signs has a full commitment to deliver this scheme with immediate effect subject to obtaining the necessary approval and it is considered that the proposed signage scheme is acceptable and fully accord with relevant Planning Policy and the Council should support this development.

We believe the scheme we have put together is simplistic in nature and the proposed development provides the building with a new advertisement on the front elevation which is illuminated and which would provide the new occupants with the required signage they need for their business. Essentially, the proposed signage is of a similar nature to other tenants signage on the park and in keeping with the existing occupants.

The proposed signs would only occupy a small area of the Front elevation north and east Elevation of the building and it is important that the method of illumination is appropriate on such a building and in this instance the illuminated area will be limited to three sign above the main entrance and 2 light boxes to the left of the north elevation and this will provide a subtle arrangement and not one that will have a poor relationship with the host building. The secondary signs on the east elevation is non illuminated.

With the information supplied within this statement, the business who occupies this unit of building has chosen to locate their business within this part of Havant and their commitment to investing in this property in the manner shown should be supported by the Council.

Regards,



Dale Harrison | Drawing Office | Sapphire Signs Limited