

INTRODUCTION

This document accompanies the submission of an Advertisement Planning Application following granted planning application APP/18/00812, this document should be read with reference to the following submitted documentation:

- 2743 - CHE 101 Location Plan (A3),
- 2743 - CHE 150 Proposed Advertisement Locations (A3),
- 2743 - CHE 151 Proposed Advertisement Elevations (A3),
- 2743 - CHE 152 Proposed Advertisement Details (A3)

EXISTING SITE

The application site is an Aldi food store based in the existing retail unit at Havant Central Retail Park, Park Way, Havant, PO9 1HH.

PROPOSED ADVERTISEMENT DETAILS

This advertisement application is for a number of signage elements relating to the business, located within view of the business, to be advertised on a site with retail use. The locations of the proposed signage are as indicated on drawings '2743 - CHE 150 Proposed Advertisement Locations (A3)', '2743 - CHE 151 Proposed Advertisement Elevations (A3)' and '2743 - CHE 152 Proposed Advertisement Details (A3)'.

There are four proposed new signs.

Sign one is a single faced Aldi logo sign in an aluminium signcase, fixed to the external wall, within a new metal framed signage feature, above the entrance on the South elevation. The sign is located approximately 4,450mm above ground level and is 6,387mm x 2,000mm x 120mm. The sign panel is made from

polycarbonate with screen printed five colour foils of the Aldi corporate logo. During trading hours, static internal LED illumination is provided with a '3M' light enhancement film inside the sign. The maximum symbol size is 850mm and is internally illuminated and an example of this type of sign is shown on page two.

Sign two is a non-illuminated Aldi logo vinyl sign on the glazing, which is located on the South elevation. The dimension of the logo sign is 1,240mm x 1,480mm x 1.5mm and is approximately 630mm above the ground level, with the maximum symbol sign being 600mm. An example of the sign is shown on page two.

Sign three is a non-illuminated Welcome vinyl sign on the glazing, which is located on the South elevation. The dimension of the welcome sign is 523mm x 2,200mm x 1.5mm and is approximately 50mm above the ground level, with the maximum symbol sign being 70mm. An example of this type of sign is shown on page three.

Sign four is a single faced aluminium Aldi delivery sign, fixed to the loading dock shelter. The sign is 1,500mm x 250mm. The maximum symbol size is 150mm. This sign is non illuminated.

Sign five is a single faced Aldi logo sign in an aluminium signcase, fixed to the external wall, on the East elevation. The sign is located approximately 4,450mm above ground level and is 6,387mm x 2,000mm x 120mm. The sign panel is made from polycarbonate with screen printed five colour foils of the Aldi corporate logo. During trading hours, static internal LED illumination is provided with a '3M' light enhancement film inside the sign. The maximum symbol size is 850mm and is internally illuminated and an example of this type of sign is shown on page two.

Sign six is a single faced aluminium Aldi delivery sign, fixed to the fence. The sign is 500mm x 20mm. The maximum symbol size is 50mm. This sign is non illuminated.

EXAMPLE SIGNAGE PHOTOGRAPHS



Photo 1: Example of Aldi Logo and casement signs.

Example of proposed high level Aldi logo casement sign, which is internally illuminated – Signs 1 and 5



Photo 2: Example of Aldi Logo Vinyl.

Example of proposed vinyl logo sign on glazing – Sign 2



Photo 3: Example of Aldi Vinyl Welcome Sign

Example of proposed vinyl welcome sign on glazing – Sign 3