Planning Statement

Application for Advertisement Consent

Non-Illuminated, Hand-Painted Signs – Havant & Waterlooville FC, West Leigh Park, Martin Road, Havant

1. Introduction

This Planning Statement supports an application for advertisement consent for two non-illuminated, hand-painted signs on the North and South elevations of the football stand at West Leigh Park, home of Havant & Waterlooville Football Club.

The proposal seeks to provide clear, attractive, and appropriate identification of the football club for visitors and the wider community, in a manner that is consistent with planning policy and advertisement control regulations.

2. Site Context

West Leigh Park is the established home of Havant & Waterlooville FC. The site is located on Martin Road, Havant, within an established sports and leisure setting. The stadium is a well-known community facility with regular footfall from supporters, visiting teams, and local residents.

The rear, front and side elevations of the football stand provide suitable, visible surfaces for modest identification signs.

3. Description of Proposal

- 1nr non-illuminated, hand-painted sign facing Martin Road, directly applied to the stand elevation. The sign displays the club crest, wording and branding in the club's established colours (blue, yellow, and white).

- 1nr non-illuminated, hand-painted sign facing Barton's Road, applied to the elevation of the stand, incorporating club branding and wording.

Both designs are flat to the surface, with no fixings, no raised lettering, no moving parts, and no illumination. They are proportionate to the elevations and ensure legibility without appearing intrusive.

4. Planning Policy Context

The application has been prepared in accordance with:

- Town and Country Planning (Control of Advertisements) Regulations 2007 – the proposals are non-illuminated signs, appropriately located on the premises they advertise.
- National Planning Policy Framework (NPPF) – advertisements should be considered in terms of amenity and public safety only.
- Havant Borough Council Local Plan Policies relating to design, amenity, and signage (where relevant).

5. Assessment Against Key Considerations

Amenity

- The hand-painted designs are modest, tidy, and sympathetic to the existing stand.
- The signs identify the premises only

- They will be always maintained in good condition.

Public Safety

- The signs are non-illuminated, with no moving parts or lighting that could distract road users.
- They do not obstruct any highway signage or sightlines.
- As flat painted surfaces, they present no structural or physical hazards.

6. Conclusion

The proposed non-illuminated, hand-painted signs at West Leigh Park are proportionate, safe, and visually appropriate ways of identifying Havant & Waterlooville FC's home ground.

They fully accord with the Control of Advertisements Regulations 2007, respect local amenity, and pose no risk to public safety. The proposals represent a small but positive enhancement to the visibility and identity of a long-standing community sports facility.

Accordingly, advertisement consent is respectfully sought.

Proposed Signage – Martin Road Elevation

Proposed Signage – Barton's Road Elevation