

Planning Statement

Proposed Advertisement Signage

The Gym Group, Unit 7, Hambledon Parade, Hambledon Road, Waterloooville, Hampshire, PO7 7UL

1. Introduction

This Planning Statement has been prepared in support of an application for Advertisement Consent for the installation of new fascia and associated branding signage at The Gym Group, Unit 7, Hambledon Parade, Hambledon Road, Waterloooville, PO7 7UL.

The proposals form part of the branding of the premises by The Gym Group and are limited solely to external signage. No alterations are proposed external fabric other than those required to install the advertisements.

2. Site Description

The application site comprises a commercial unit within Hambledon Parade, a well-established retail and commercial destination in Waterloooville. The surrounding area is characterised by a variety of retail, leisure and service uses, many of which display corporate fascia signage and associated branding.

The building is modern in appearance and is suitable for the installation of contemporary commercial signage.

3. The Proposal

The application seeks consent for:

- New fascia signage displaying The Gym Group corporate branding.
- Associated entrance signage
- Illumination of the principal fascia signage (where shown on the submitted drawings) using low-energy LED lighting.

The signage has been designed in accordance with The Gym Group's established corporate identity and has been carefully proportioned to fit within the existing fascia zones of the building.

4. Planning Assessment

The proposed advertisements are appropriate in scale, design and appearance for the host building and the wider commercial environment.

The signage will not result in visual clutter or detract from the character of the parade. Similar illuminated and non-illuminated commercial signage is already present on

neighbouring premises, and the proposals will integrate comfortably within this established context.

The illumination has been designed to provide clear identification of the premises without causing unacceptable light spill or nuisance to neighbouring occupiers.

The proposal raises no issues relating to highway safety. The signage will not obstruct visibility, distract motorists to an unacceptable degree or interfere with existing traffic signs or pedestrian movement.

Accordingly, the proposal satisfies the two principal considerations for advertisement consent:

- Amenity; and
- Public Safety.

5. Conclusion

The proposed signage represents a high-quality and appropriate form of commercial branding that will enhance the identification of The Gym Group while respecting the appearance of the building and surrounding commercial area.

The advertisements are proportionate, sympathetic to their context and will not adversely affect visual amenity or public safety. The proposal is therefore considered to comply with the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the design objectives of the National Planning Policy Framework in relation to achieving well-designed places.

It is respectfully requested that Advertisement Consent be granted.