

# Planning Statement for Advertisement Consent

**Site Address:** Empower Centre Havant, 47 Botley Drive, PO9 4PJ

**Applicant:** Empower Global

**Local Planning Authority:** Havant Borough Council

**Proposal:** Installation of an illuminated sign to the principal elevation of the church building.

## 1. Introduction

This Planning Statement has been prepared in support of an application for Advertisement Consent submitted to Havant Borough Council. The proposal seeks permission to install a sensitively designed, illuminated sign to the front elevation of Empower Centre Havant. This document outlines the rationale behind the proposal and demonstrates its compliance with both national planning guidelines and the Havant Borough Local Plan.

## 2. Description of the Proposal

The applicant seeks consent to display one illuminated sign on the front facade of the building to improve visibility, assist the local congregation and visitors in locating the premises, and display key community information.

### Sign Dimensions and Siting:

- **Width:** 3700 mm
- **Height:** 1100 mm
- **Depth (Projection from wall):** 165 mm
- **Height from ground to base of sign:** 2600 mm
- **Materials:** Extruded aluminium, Perspex
- **Colour Scheme:** White text on a black background

### Illumination Details:

- **Method of Illumination:** LED Light-box
- **Maximum Luminance:** 2518 cd/m<sup>2</sup>
- **Illumination Status:** Static

## **3. Key Planning Considerations**

### **3.1 Visual Amenity**

The proposed sign has been designed to integrate seamlessly with the architectural character of the church. The scale and proportions of the sign are modest and proportionate to the front elevation. The chosen materials and colour palette are entirely in keeping with the building's current aesthetic.

The illumination has been carefully considered to ensure it provides wayfinding assistance during winter months and evening services, without creating an over-prominent or garish feature in the street scene. The luminance level is subdued and appropriate for the context.

### **3.2 Public Safety**

The proposed signage poses no risk to public safety. It does not obstruct any architectural features, windows, or pedestrian routes. Furthermore, the illumination is static and set at a level that will not cause glare or distract passing motorists on [Insert adjacent road name]. The siting of the sign ensures clear visibility without impeding the sightlines of highway users.

### **3.3 Impact on Neighbouring Properties**

The controlled luminance ensures that there will be no adverse light spillage or nuisance caused to neighbouring properties. The sign will enhance the presence of the church as a community asset without compromising the residential amenity of the wider area.

## **4. Conclusion**

The proposed illuminated sign is a necessary and proportionate addition to [Insert Church Name]. It serves an important functional role for the community whilst respecting the visual amenity of the area and maintaining strict public safety standards.

Therefore, we respectfully request that Havant Borough Council grants Advertisement Consent for this application.