ADVERTISEMENT STATEMENT

Property Address: 8, The Chauntry, High Street, Haverhill CB9 8AA.

The property is used as retail premises trading as Specsavers Opticians.

Introduction and Purpose:

This application seeks Advertisement Consent for the installation of a replacement internally illuminated fascia sign and replacement internally illuminated projecting (hanging) sign at the existing Specsavers store.

The proposed signage will replace the existing internally illuminated store fascia sign and projecting sign currently displayed at the premises. The replacement new signage will display the latest established Specsavers branding and will be positioned precisely in the same locations as the existing signs, ensuring continuity of appearance and function.

Physical Specifications:

Detailed on the accompanying application drawings, the replacement signage comprises a fascia sign dimensioning 5880mm in length x 740mm high positioned approximately 2730mm from the ground level at the store entrance, and a projecting sign 900mm(l) x 500mm(h) x100mm(d). The overall projection of the projecting sign including the connecting bracket is 1000mm positioned to the left hand side of the fascia at approximately 2850mm from ground level.

Materials, Appearance and Illumination:

The fascia sign and projecting sign will be aluminium powder coated Green PM2418c c/w white opal acrylic push through letters faced with vinyl producing a halo illumination effect.

Illumination will be LED not exceeding 300cdm. Operational hours will be the same as the existing.

The proposed internal illumination is necessary to ensure that the premises remain clearly identifiable during evening trading hours and periods of reduced daylight, particularly during the winter months. Illuminated signage is a standard feature of national optical retail premises and forms an important part of the Specsavers corporate identity, ensuring consistency and recognisability across its store network.
The illumination is modest, contained within the sign structure and proportionate to the commercial nature of the location. It is not proposed to increase the extent or intensity of illumination beyond that already established at the site through the existing illuminated signage. The proposal therefore represents a continuation of the existing visual appearance of the premises whilst supporting the operational requirements of the business.

Impact on Amenity:

The proposed advertisements have been designed to be sympathetic to the character and appearance of the host building and the surrounding high street commercial environment. The replacement signs are comparable in scale, design and illumination to the existing signage and will not introduce any additional visual clutter or dominate the building façade.

The premises form part of an established retail frontage where commercial signage is an expected and integral feature of the street scene. The proposed signs will maintain the visual quality of the existing frontage and are considered appropriate to the character of the area. As the proposal

represents the replacement of existing illuminated signage on a like-for-like basis, there will be no material adverse impact on the visual amenity of the locality or on the appearance of neighbouring properties.

The level of illumination has been carefully designed to provide clear legibility of the signage whilst remaining proportionate to its town centre retail context. The illumination will be contained within the sign faces and will not result in excessive light spill, glare or visual intrusion.

Impact on Public Safety:

The proposed signs will not prejudice public safety. The fascia sign and projecting sign will be fixed securely to the building in accordance with the manufacturer's specifications and relevant health and safety requirements.

The illumination levels are intended solely to ensure the clear identification of the business during hours of darkness and periods of poor visibility. The signs will not incorporate flashing, intermittent or moving lights, nor will they be of a brightness that could distract or dazzle highway users. The signage will therefore not interfere with the operation of traffic signals, road signs, CCTV equipment or other highway safety infrastructure.

For reasons stated, the proposed advertisements are considered to be acceptable with regard to the interests of amenity and public safety, in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.