

ADVERTISEMENT STATEMENT

TACO BELL, UNIT 3, EHRINGSHAUSEN WAY, HAVERHILL, SUFFOLK CB9 0BB

- **Site Details**

The proposed unit is situated on Ehringshausen Way and is situated between the Prezzo Restaurant and the Cine World complex. There are numerous other retail and restaurants in the vicinity, the closest being the KFC and Subway restaurants.

- **Proposed Signage**

Sign 1 – Internally illuminated Taco Bell letters, details as drawing;
Haverhill - PL111B Proposed External Elevations Planning – 3682

Sign 2 – Arched Aluminium frame, with LED's and Perspex diffuser, details as drawing;
Haverhill – PL111B Proposed External Elevations Planning – 3682

Sign 3 – Internally illuminated Taco Bell logo, in a box frame, details as drawing;
Haverhill – PL111B Proposed External Elevations Planning – 3682

All illumination is static and does not exceed 250cd/M

- **Site Considerations**

The unit is located on a busy road, on the opposite site of the road is the corner of the Hamlet Road (Haverhill) Conservation Area. There are trees along the opposite boundary and the site cannot be seen clearly. Behind the trees is another road and a two / three storey large brick building housing shops.

The unit as previously noted sits within one development, all with separate internally illuminated signage and alongside other restaurants with internally illuminated signage.

The signage proposed is not out of keeping with the design of the building nor the signage on the other units and therefore the we would not consider the proposal to adversely affect the visual amenity of the local area.

With consideration to public safety, the signage proposed is not in a location to affect road users, it is set back and located in the signage zone designated on the building. There is also the purple Taco Bell arch which indicates the entrance and also encompassing the Logo, this sign sits easily within the fabric of the building and as already noted cannot be confused with any road signals nor is flashing.

- **Advertisement Design**

The design of the signage is led by Taco Bell's Brand and therefore the logos and letters are fixed to reflect the world wide branding. The existing shopfront has a designated signage zone that the proposed signage is within. It is also worth noting the existing design of the building is not part of the conservation zone and is not a listed building and the proposed signage is not out of place set within this modern time.

The signage is internally illuminated and the illumination is static again not out of place within the setting and along side the adjacent units.