

DISPLAY OF ADVERTISEMENTS JUSTIFICATION STATEMENT

Site: Lantern Courtyard
The Barn, The Street
Bramley
RG26 5DE

Client: Mr Albayrak

▪ 1.0 INTRODUCTION

1.1 Overview

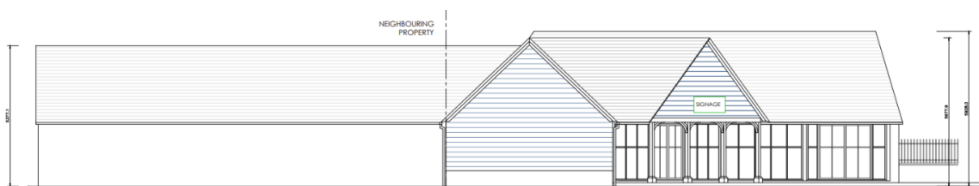
This statement is in support of the above planning application for;

Display of various advertisement signs: to include 3no fascia signs, 1 no floor farm sign & wall washer lights.

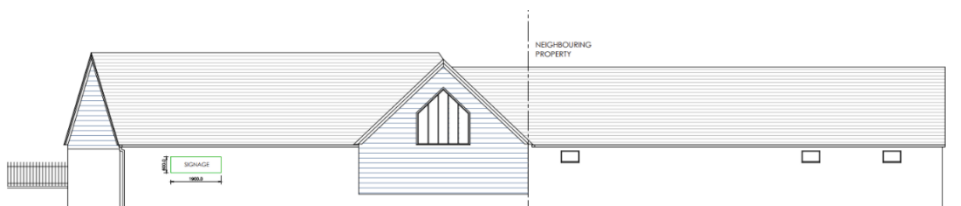
The site (The Barn) is located to the south west of Bramley within a conservation area and outside any Settlement Policy Boundary. It is a commercial property and an adjacent to the offices to the west. The site access and parking front onto The Street Road.



EXISTING – PERMITTED EAST ELEVATION (not to scale)
APPLICATION : 22/01105/FUL



EXISTING – PERMITTED SOUTH ELEVATION (not to scale)
APPLICATION : 22/01105/FUL

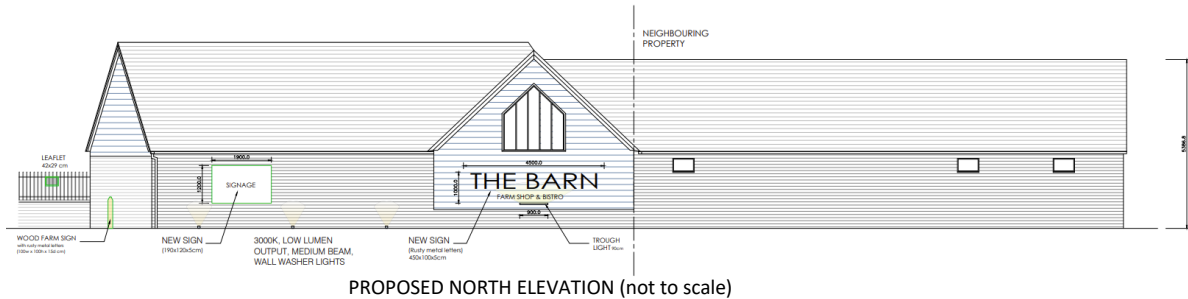


EXISTING – PERMITTED NORTH ELEVATION (not to scale)
APPLICATION : 22/01105/FUL

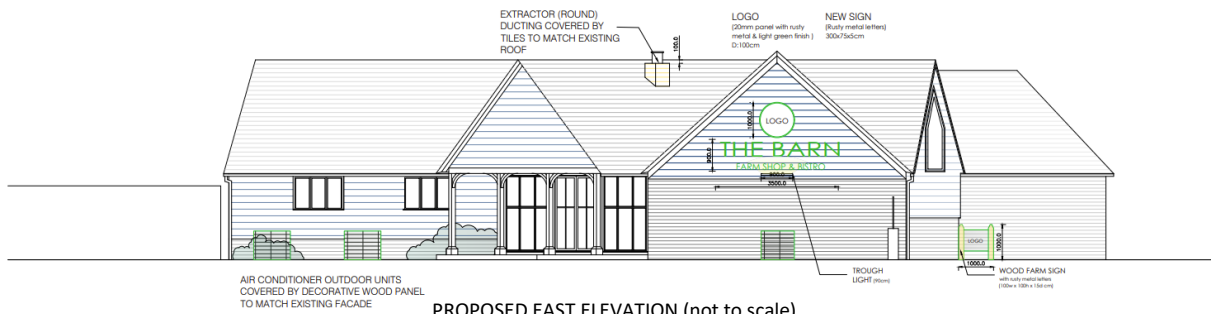
There is a neighbouring property (offices) to the west of the site and a passing to the east of the site for the offices. The property has already a permission for Class F2(a) usage, outdoor seating area, selling limited food and fascia signs.

1.2 Description of proposed signs

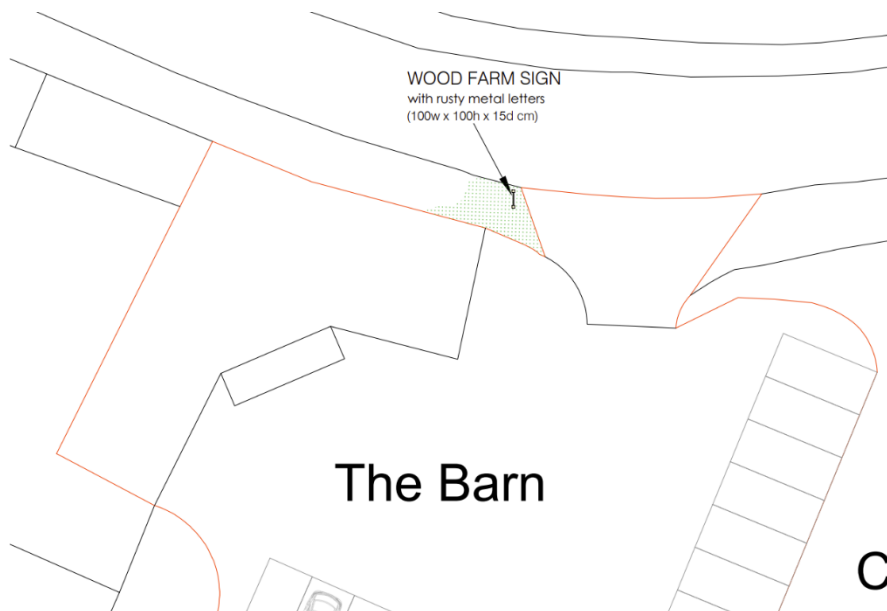
The proposal seeks to change permitted signs (application: 22/01105/FUL) to 2no fascia signs with wall washer lights, 1 wall sign and 1 no floor farm sign to facilitate the function of the bistro & farm shop as shown in the elevations and partial site plan below.



PROPOSED NORTH ELEVATION (not to scale)



PROPOSED EAST ELEVATION (not to scale)



PROPOSED PARTIAL SITE PLAN (not to scale)

This application covers the following elements:

- The proposed non-illuminated farm sign on the north elevation of the building will be located on the ground and provide recognition of the branding.
- It is proposed to change the permitted non-illuminated signage size on the north elevation to 1200h x 1900w mm.
- It is proposed to install 2 new signs which include rusty metal letters on north and east elevations. These will be directly installed on the wood and keep the character of the building. A 900mm wide trough lights (black steel, low lumen) will be positioned below the fascia signs.
- It is proposed to install low lumen, medium beam, wall washer lights on the north elevation to create an ambiance and provide recognition of the branding.



REFERENCE IMAGE (Rusty metal letter)



REFERENCE IMAGE
(Medium Beam, Wall washer lights)



REFERENCE IMAGE (Black trough light)

▪ **2.0 JUSTIFICATION**

The proposed advertisements (fascia signs, farm/floor sign and lights) have been designed to be in keeping with the character of the surrounding area and Conservation area, both in terms of scale and design.

A trough lights are low-energy and a cost-effective way of illuminating the fascia sign. It will produce enough light to illuminate the business name only when needed.

The proposed advertisement signs are in the harmony with the Conservation Area. It is therefore considered that the proposals will not lead to any adverse impacts on the character or appearance of area or the Conservation Area, thereby according with Policies EM10 and EM11 of the Local Plan, M1 of SPD, Section 16 of NPPF.



▪ **3.0 CONCLUSION**

The proposed signs and lights as detailed above will have no adverse impact on the surrounding area, Conservation Area or the amenity of nearby residents. The proposals therefore fully accord with national and local planning policies and we respectfully request that planning permission is granted.

Your sincerely,

Seyma Dilber

Design Director