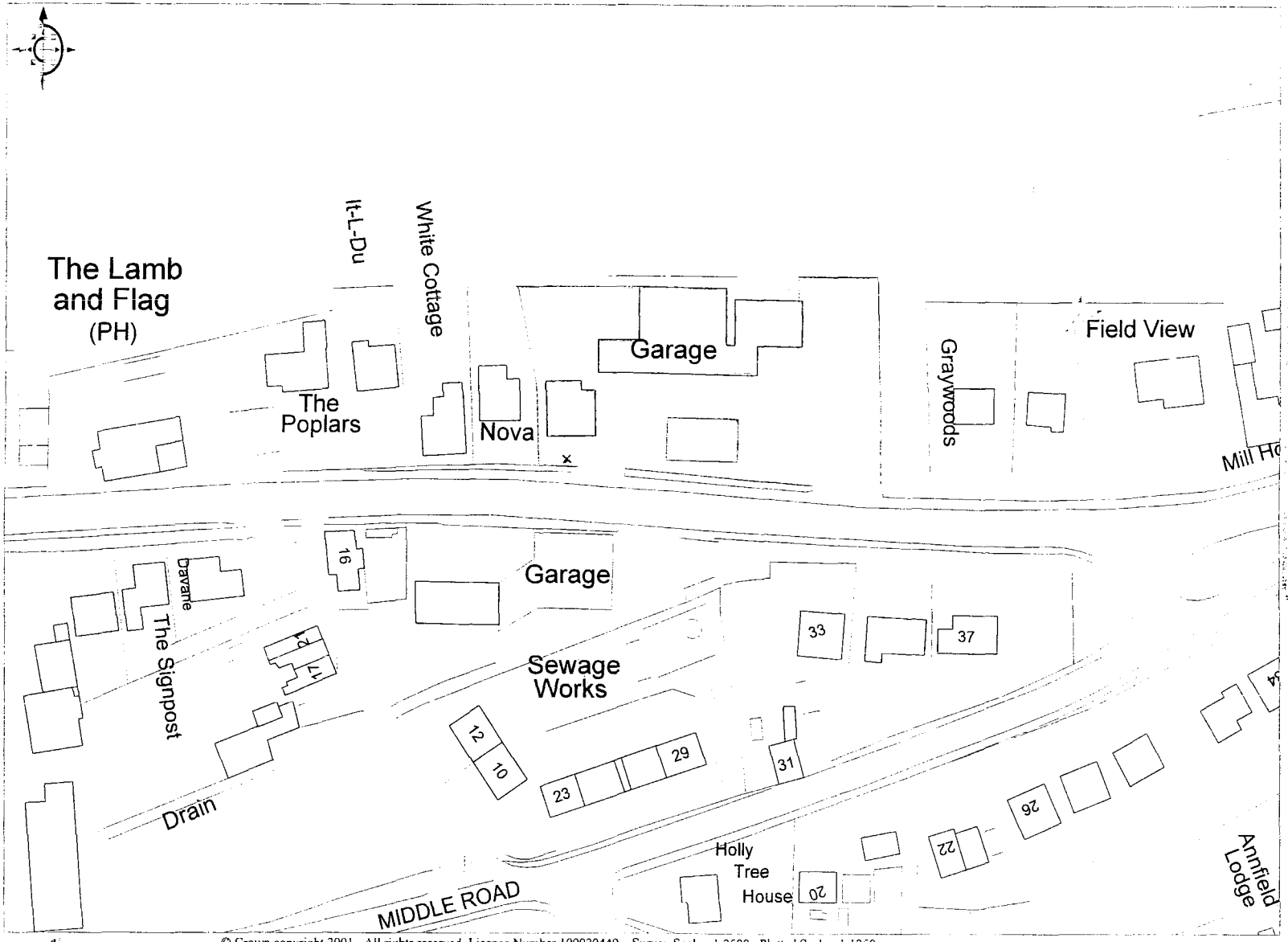
(Jet) Whaplode High Road.

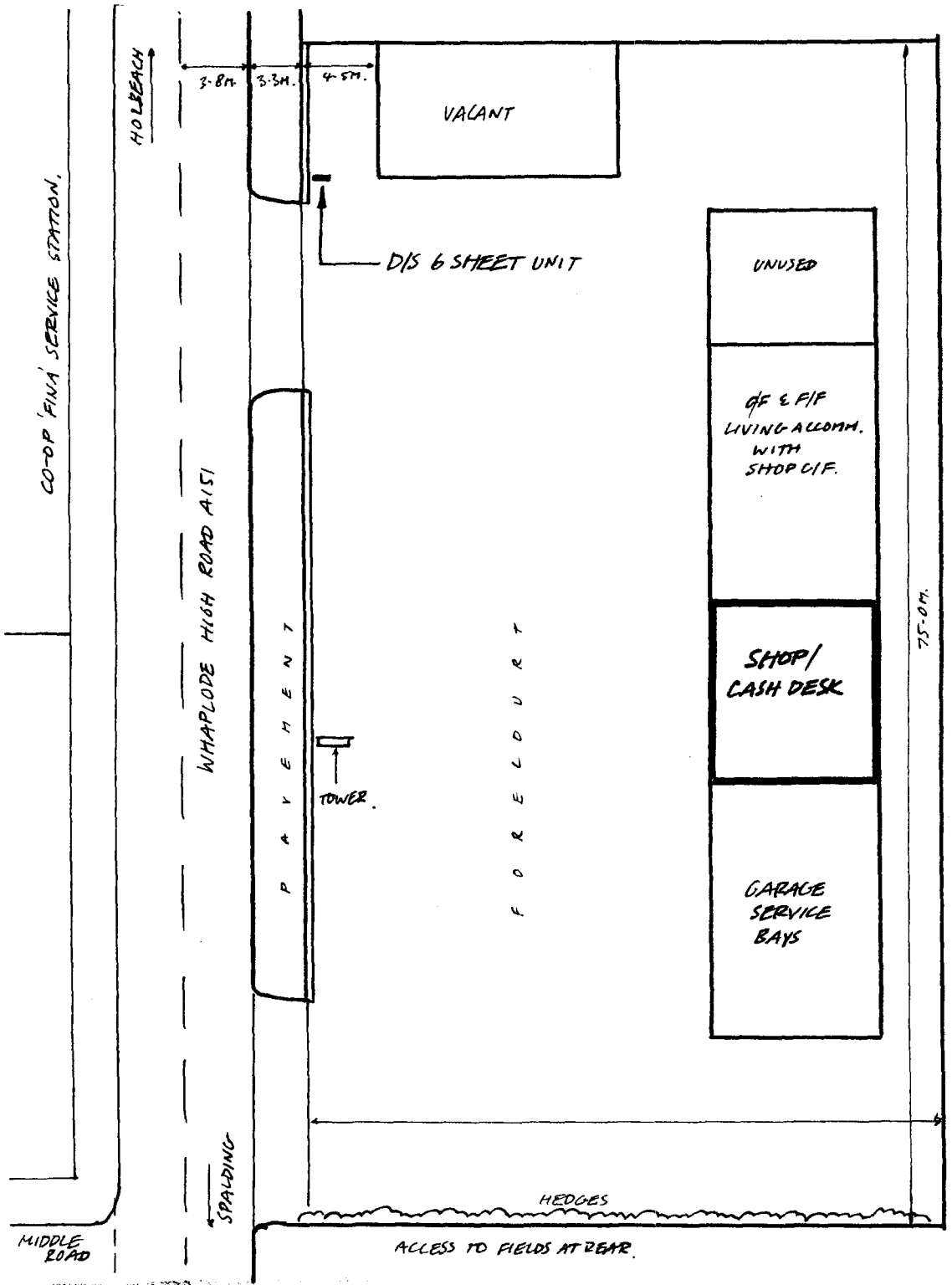


Ordnance Survey
© Crown copyright 2001. All rights reserved. Licence Number 100020449. Survey Scale - 1 2500. Plotted Scale - 1 1250

3594. MAP
Date:21/11/01

1347/01

Site Plan



Notes	Address	Scale 1:400
SOUTH ... HOUSE ... 29 NOV 2001 Ref: 1347/01	WHAPLODE SERVICE STATION, WHAPLODE HIGH ROAD, SPALDING, LINCOLNSHIRE, PE12 6TJ.	
	Site No.	YD350501801 0

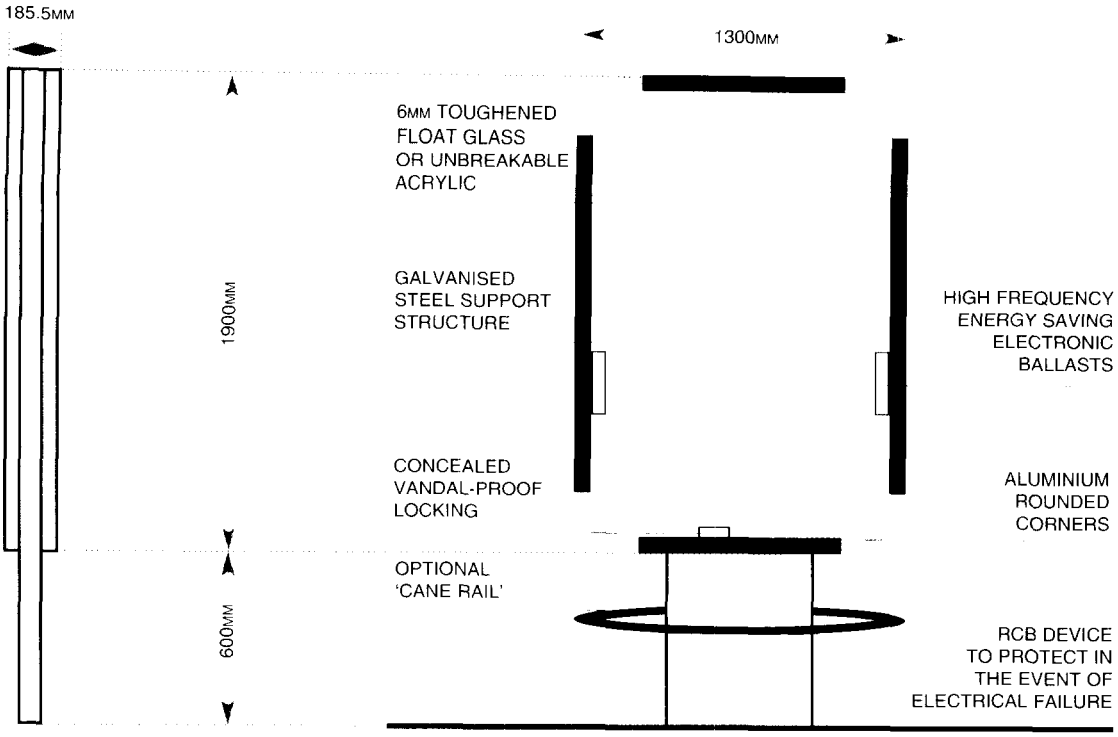
Elevation



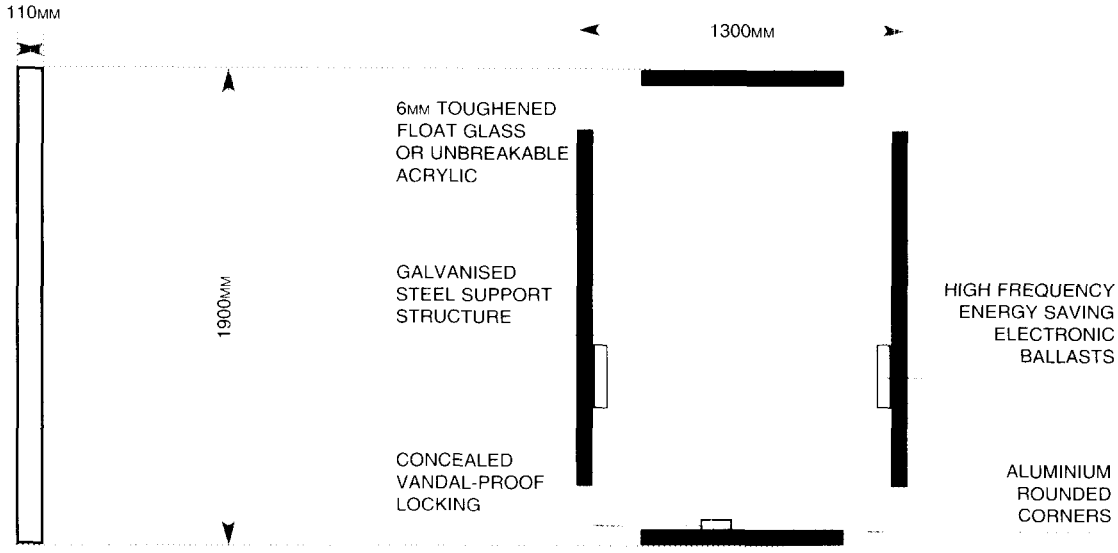
SOUTH
HOU
Ref: 1347/01

	Address	Scale 1:100
	WHAPLODE SERVICE STATION, WHAPLODE HIGH ROAD, SPALDING, LINCOLNSHIRE, PE12 6TJ.	

Unit Specifications



Wall Mounted Unit



POSTER SIZE: 1200MM X 1800MM (6 SHEET)

Challenging blindness
WE ARE PROUD TO BE
ASSOCIATED WITH RNIB
Ref: 1347/01

Statement

(Jet) Whapole High Road

AMENITY CONSIDERATION

The unit is an identical size to that found on bus shelters throughout the borough. According to our records the council has granted consent for similar 8 sized advertising panels in the borough.

The unit has been located in line with the forecourt, so as not to appear obtrusive. Together with the 75 metre wide forecourt and the 3.30 metre wide pavement there is an abundance of space for the free flow of pedestrians. The unit has been located on in line with the forecourt, so as not to appear obtrusive. It is a high quality fabricated metal unit. Only the finest metals are selected for the design and manufacture of the unit. The unit has been designed to harmonise with the best of traditional and modern architecture. It has radius corners for an aesthetically pleasing appearance with public safety in mind, with a mirror surround on each display area. The unit is cleaned and maintained every two weeks to ensure a quality display which is expected by advertisers and landlords alike.

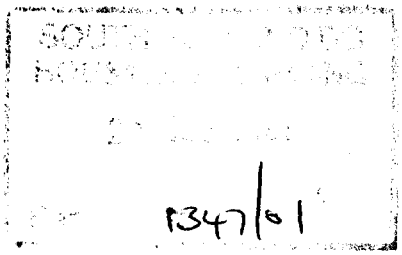
The unit is located in a semi-commercial area. There are several other shops in the area. The proposed unit would blend in with the current advertising capacity without creating an appearance of clutter. Indeed, our contract uniquely allows us to remove all advertising including A-boards and the like within a 3m radius of the site. This results in a phased reduction of clutter and thereby substantially increases visual amenity.

PUBLIC SAFETY CONSIDERATION

The unit has 6mm thick toughened glass and has a fused spur unit. The display poses no threat to public safety.

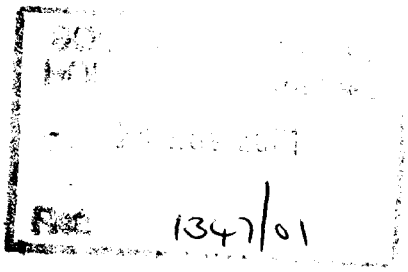
ECONOMIC CONSIDERATION

Primelight Advertising Ltd pay a rent to the landlord to help sustain his business in the difficult economic climate faced by the independent retailers and the strong competition from major supermarkets. In addition Primelight Advertising Ltd pay rates to the council and is also willing to offer additional planning gains.



Contact name when calling, please ask for
Louise Obi Tel: 020 7882 1222 (Direct Line)

South Holland District Council
Planning Department
Council Offices
Prior Road, Spalding
Lincolnshire
PE11 2XE



22nd November 2001

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
RE: ADVERTISING DISPLAY UNIT AT (JET) WHAPLODE SERVICE STATION, WHAPLODE HIGH ROAD.
OUR REF: YD350501-8010

Primelight Advertising Ltd have pleasure in enclosing the necessary documentation in order to submit an application for advertisement consent at the above address and look forward to receiving your acknowledgement that the submission has been registered and is progressing to determination.

Primelight Advertising Ltd is a fast-growing outdoor advertising company, part of SMG (Scottish Media Group), which is a successful, ambitious and growing media company providing information and entertainment, services across the UK. They operate in commercial television, newspapers, radio, magazines, outdoor and cinema advertising.

We have been instrumental in providing a variety of environmental benefits in association with our displays and these have been well received by Local Authorities throughout the United Kingdom. In particular, in conjunction with The Royal National Institute for the Blind, we have researched and developed the 'RNIB Cane Rail' which can be incorporated into our sites in order to assist with public safety for the blind and visually impaired members of the community.

Another factor that Primelight Advertising Ltd takes seriously is the illumination of our displays. This is obviously beneficial during the hours of darkness, when pedestrians may feel afraid and intimidated by the dark. However, in some more sensitive locations, we are able to reduce the intensity of the illumination and also limit the hours to those of the host shop or up until the commercial nature of the area dies down in the evening.

It is our belief that the proposed display complies with your policy. This should however be considered only as a material factor and that any decision should be made in the interests of 'amenity' and 'public safety' as set out in Planning Policy Guidance Note 19.

The above mentioned clearly illustrates the positive contributions towards amenity and public safety that this company is readily able to achieve to the benefit of local residents and your Council alike. In addition, a unique clause in our landlord agreement enables us to remove all forecourt 'clutter' within a 3m radius of the display. This not only provides a local benefit but also helps your council to reduce the amount of resources needed to police the forecourts of unnecessary signage etc

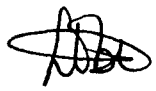
You will also appreciate that under the provisions of Section 220 of the Town and Country Planning Act and Regulation 4 of the Advertisement Regulations 1992 (as amended in 1994) advertisements are subject to Control only in the interest of amenity and where applicable, public safety. Without a statutory requirement within Section 220 to have regard to the development plan, Section 54a does not apply where determining advertisement applications or appeals. This particular application should therefore be considered on its individual merits in the interests of amenity and public safety only.

As you may be aware, our company (which used to trade under the name Retail Media Limited) recently won a High Court challenge against Macclesfield Council. The essence of the judgement is that it is important to be consistent in assessing the visual impact of advertisements in similar surroundings. In particular, bus shelter advertisements and freestanding advertisements must be treated consistently. I have attached a copy for your information.

Primesight Ltd.
3 Waterhouse Square
138 – 142 Holborn
London EC1N 2NY
T 020 7882 1200
F 020 7882 1252
W www.primesight.co.uk
E mail@primesight.co.uk
Registered in England No. 1477231 Registered Office 1 & 14, Holborn, London EC1N 2NY

Primelight Advertising Ltd is keen to ensure that a balance between amenity and advertising is achieved to the satisfaction of your Council. As such, we would be willing to discuss any aspect of this application with you; and in the event that you feel it appropriate to recommend amendments be made to render the application acceptable, please do not hesitate to contact us as we are keen to obtain a consent and are willing to negotiate with you.

Yours faithfully,



On Behalf of Primelight Advertising Limited

Primesight

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smg