

21 MAY 2009

Corporate Mail Room

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Primesight

PLANNING STATEMENT

TOWN AND COUNTRY PLANNING (CONTROL ADVERTISEMENTS) REGULATIONS 2007
RE: ADVERTISING DISPLAY UNIT AT (SHELL) MAPLE ROAD, A61
REFERENCE: YD0401017117

We have pleasure in enclosing the necessary documentation in order to submit an application for express consent to display advertisements, and look forward to receiving your acknowledgement that the submission has been registered and is now progressing towards a decision.

As a leading outdoor advertising company, Primesight is keen to ensure that a balance between amenity and advertising is achieved to the satisfaction of your Council. As a Company, 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.

A factor that Primesight takes seriously is the illumination of our displays. Our units are illuminated in accordance with the Institute of Lighting Engineers Technical Report 5. A 'dusk 'til dawn' lighting regime controlled by light-sensitive photocell ensures that the units are only illuminated when necessary, minimising the environmental impact of the unit. Furthermore, the illumination highlights only matter contained within the display unit itself, with minimal splay, which serves to minimise the effect of the unit on amenity and public safety. In more sensitive locations we will reduce the intensity of the illumination and also limit the hours to those of the host premises, or up until the commercial nature of the area dies down in the evening.

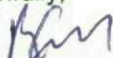
In addition, a unique clause in our landlord agreement enables us to remove all forecourt 'clutter' which interferes with the display of the unit. This results in a phased reduction of clutter and thereby substantially increases visual amenity in the locality.

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. Only the finest metals are selected for the design and manufacture of our advertisement display units. They have radius corners for an aesthetically pleasing appearance with public safety in mind. The unit is cleaned and maintained every two weeks to ensure a quality display, which is expected by landlords and advertisers alike.

Primesight pays rent to the landlord to help sustain their business in the difficult economic climate faced by independent retailers, given the strong competition from major supermarket chains. In addition, Primesight pays business rates.

I would be happy 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 me as we are keen to obtain consent and are willing to negotiate.

Yours faithfully,



Matt Swindles
Planning Executive