

Planning Statement

The site scheme and drawing which have been submitted for this premises has been completed based on the current corporate identity in place for the Specsavers brand which includes fascia sign and projecting sign. This scheme is taking into consideration both the corporate requirements of the brand and also visibility for the retailers premises in its current trading location. We have taken into account the surrounding area of this premises and this drawing was compiled taking the area into account along with the corporate identity requirement for the brand. This signage scheme has been based on the Specsavers corporate image guide which has been sympathetically applied to this store location, we have taken into account the position of the signage and size of signage along with the illumination of the signage so that this is not detrimental or adding clutter to the local area.