

PLANNING STATEMENT

Proposed front & rear Fascia Signs

226 London Road Waterlooville

Jeffries & Partners are currently looking move our office from 246 London Rd in Waterlooville along the road to a larger office, in a better location at 226 London Rd in Waterlooville .This office was previously occupied by Reed Rains Estate Agents who have recently moved out.

We intend to do some internal refurbishment to the property but the external construction will remain the same. However, would like to erect new signs to the front and rear of the building.

We are looking to remove the existing Illuminated sign from our old office and erecting it onto the rear wall of the new office. Reed Rains had a sign to the rear of the office that was not illuminated. The rear of the office looks out to a large car park that is used by other traders in the block.

As far as I can tell this will not affect any residential properties with Light Pollution. The sign is illuminated internally with LED lights and is a low CdM2. We would like to have this sign to inform our customers of our location and for visibility of Jeffries Estate & Letting Agents. No public access will be via the rear door.

The colour of the sign will be in keeping with our company colours of Red, White & Blue. It will be professionally installed.

We would like to erect a new sign to the front of the building; this will replace the Reeds Rains sign that was illuminated with a trough light.

This sign will be of the same colours and construction as the rear sign but slightly bigger to cover the whole fascia board. The materials used to construct both signs are Composite & Acrylic. Once again this sign is designed to let the public know we are at that location.

The look of the sign is in keeping with other illuminated signs in the immediate area. We feel that an internally illuminated sign is more astatically looking than an old traditional trough light.

M Cadman