



Planning Statement - Papa John's - WaterlooVille - In support of application PP-07838028

Proposed signage is to be installed on the North-west facing building on London Road as shown on '36037_Site Plan.PDF'. The site is adjacent to a limited access street in the busy south of WaterlooVille. The building currently has a tiled fascia with a flat non-illuminated sign board face fixed to it. There is a variety of non-illuminated and illuminated signage on neighbouring buildings on the same street.

The proposed fascia sign is to be a folded aluminium panel wrapped in a digital print with a 3D logo fitted to the face and also sub text aperture cut in the panel, all to be internally illuminated as the corporate image. The fascia is to be further fitted with a projecting sign cut from powder coated aluminium with an aperture cut logo to illuminate. The projecting sign will be fitted securely to the new fascia panel and the fascia panel securely fitted to the existing building fascia.

The size of the sign is to be w 5110mm x h 1070mm to best suit the existing shopfront of the two storey building. Both the fascia sign and the projecting sign are to be installed at fascia height approximately 3 metres from ground level (above the minimum 2.4m and therefore not an issue to public safety).

The illumination of the signage will be from LEDs mounted behind acrylic diffuser panels meaning that the light is evenly dispersed and the logos/subtext will appear internally illuminated. The cool white LEDs light output will not exceed 600cdm².