



Planning Statement Specsavers Brand

Site Details: Specsavers – Waterloooville
310 London Road
Waterlooville
Hampshire
PO7 7DU

The site scheme and drawing which has 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 TUI 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.