

PLANNING STATEMENT

for

**PROPOSED ADVERTISING SIGNS RELATING TO
NEW DENTAL SURGERY FORMED BY CHANGE OF USE
FROM FORMER GROUND FLOOR BEAUTICIAN SALON**

at

**32 STATION ROAD, HAYLING ISLAND
HAMPSHIRE PO11 0EG**

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Jeffrey Douglas Chartered Architect
60a Sinah Lane, Hayling Island
Hampshire PO11 0HH
Tel: 02392 468889
Email: jd@jeffreydouglas.co.uk

■ Jeffrey Douglas Chartered Architect



1.0 Introduction

- 1.1 This Statement is to accompany an application for new advertising signs following the change of use of the Beauty Salon known as 'Madeleine's' to a dental surgery on the ground floor of 32 Station Road, Hayling Island granted on 31 May 2017 under reference no. APP/17/00428.
- 1.2 The applicants own the freehold of the property, including the first floor flat which would continue to be rented independently from the dental surgery.

2.0 Existing Advertising Sign to be Replaced

- 2.1 The existing signage includes an oval shaped flat painted sign fixed centrally onto the rendered wall above the existing shopfront which can be clearly seen in the photograph shown below.
- 2.2 There are also internally applied vinyl decals to the lower areas of each of the 2 no. existing shopfront glazing also seen on the photograph below.



3.0 Proposed New Signage

- 3.1 A signage proposal has been prepared by Capture Design and their drawing is attached to this application. The new dental practice is to be known as 'Shore Dental' to be featured prominently as shown.
- 3.2 The new fascia signage is applied to the new slate clad fascia in fret cut stainless steel characters mounted individually on stand-off peg fixings to provide a 3D effect. This also includes a powder coated logo in light and mid blue, as illustrated.
- 3.3 The fascia sign will not be directly illuminated but general illumination of the facade will be provided by the existing 3 no. floodlights mounted at eaves level.
- 3.4 Details of practising clinicians, as required under the GDC rules, will be provided by a wall mounted acrylic sign on the external return wall immediately adjacent to the main entrance door. This will have stainless steel fixings to each corner. Illumination of this sign will be provided indirectly from the recessed downlighters to be fitted above the entrance within the recessed soffit.
- 3.3 Vinyl decals would be applied to the internal face of each of the 3 no. lower glazed panels to the new shopfront as shown on the specialists drawing. These give details of the various dental services to be provided. There will also be a further vinyl decal applied to the lower panel of the entrance door which includes the new practice logo. All characters and logo will be transparent against an etched glass-like background.

4.0 Conclusion

- 4.1 The proposed signage will provide a suitably restrained but precise contemporary design appropriate to the setting, new shopfront design and cutting edge dental services to be provided by this new dental practice.