

DESIGN AND ACCESS STATEMENT

Specsavers, 36-38 West Street, Havant PO9 1PG

1.0 INTRODUCTION

1.1 Overview

This statement is in support of the above site for:

Advertisement Consent: Proposed 2no. internally-illuminated fascia Signs & 1no. internally illuminated projecting sign to shopfront elevation.

Use: The unit is situated within the high street, neighboured by various other retailers. It is currently a trading retail unit and following the minor refurbishment works will continue to trade as Specsavers, remaining retail use.

1.2 Planning Statement

The proposed design and location of proposals aim to satisfy Local Planning Policy and in particular with Planning for Retail and Town Centres and Minimising and Managing Environmental Risks and Pollution.

National and local policies / guidelines relating to impact of developments within town centres and high streets are recognised by our client and the current proposal aims to comply throughout. The proposed refurbishment works and the proposed signage have been carefully considered and are intended to act in accordance with local policy and objectives.

National policies and guidelines relating to impact on the environment are recognised by our client and the manufacturer of the signage and the current proposal would assist in this.

2.0 DESIGN AND ACCESS STATEMENT

2.1 New Signage

Please refer to project relevant drawings for more details. The proposed fascia signage will see 2no fascia signs installed to the front elevation of the building, replacing similar existing designs. The fascia panels will be constructed of folded aluminium panels. The fascia panels will have a raised Specsavers logo to each, with acrylic push through detail which will be illuminated internally by LED. There will also be a tag line to one fascia, reading: 'caring for your sight and hearing' which will be in the form of push through acrylic lettering (like the logos) again internally illuminated. Only the logo and lettering will be illuminated, the fascia panels as a whole will not be fully illuminated.

A projecting sign is also proposed, to replace the existing design. This will be constructed to match the fascia sign, folded aluminium panels with push through opal acrylic logos which will be internally illuminated by LED panels. The projecting sign will be the same on both sides.

2.2 Access & Movement

All pedestrian and vehicular access will be unaffected by the proposals, retained as existing.

2.3 Photos



Photo of shopfront elevation as existing