

Planning Statement – New Road Sign, WaterlooVille Leisure Centre

This application seeks permission for a new sign facing onto Hambledon Road to advertise the Leisure Centre's services and location. The sign will be similar to the adjacent ones located at the petrol station and the car showroom. Our client Horizon Leisure Trust have previously discussed the proposals with the Local Authority and following positive feedback this application is now formally being submitted.



Artist Impression

The sign will be a stacking sign that will indicate the location and services the leisure centre provides. The sign will be branded with company colours to be in keeping with the new signage located at the entrance of the site. Horizon Leisure Trust would like to utilise the corner of the site for this sign to advertise the centre which is currently screened behind a mature row of trees and bushes. This often means that the leisure centre is missed by potential passing trade as it is located and accessed within an industrial estate.

Planning statement

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