

Address

Dukes Walk
Stakes Hill Road
Waterlooville
PO7 7HS

Advertising application for additional set of building letters and 1 no. wall mounted customer entrance directional panel.

This statement is in support of the proposed new signage stated above to help explain decision making from the outset and to help resolve any design issues in relation to this proposed signage scheme.

Site use

This branch is located within a retail park located to the south of Waterlooville, where Waitrose are the primary tenants and have the largest store footprint. The main approaches to site for customers are approaching from within the shared car park and also from Waterlooville town centre to the north.

Reason for Advertisement

The primary purpose of applying for this advertisement is following some customer feedback that they are unaware of the Waitrose store location in Waterlooville. In addition to this, customers who approach from the north are unclear which direction is the store entrance therefore an additional panel sign located at eye level will help guide customers towards the entrance.

The wall mounted panel sign has been designed to help guide customers to the store entrance without being overbearing on the surrounding area. The 1 no. set of building letters have been added to the protruding wall to add brand presence approaching from the north.

1 no. set of internally illuminated building letters have been proposed as they are less intrusive than externally illuminated version as they also give off less light pollution.

For specific details of the proposed advertisement signage please see supported documents uploaded on the planning portal.

Neighbouring advertisements:

For specific details of the proposed advertisement signage and proposed elevations please see supported documents uploaded on the planning portal.



Existing view from high street approaching from the north