

Planning Statement

Location:

Specsavers Hearcare Store, 34 West Street, Havant, Hampshire, PO9 1PG.

Advertising Application Proposal:

The proposed advertising is to re-furbish and re-brand the store. The existing fascia is to be carefully removed and replaced with a new fascia which will remain aesthetically pleasing and in keeping with the other stores within the conservation area.

There will be no structural alterations to the fabric of the building.

The new fascia will have aluminium panel with cut out acrylic Audiologists text with opal moulded POD with Perspex moulded Specsavers text. The Audiologists text is internally illuminated giving a halo effect. The POD is also internally illuminated. The illumination is done using subtle LEDs, creating a softer glow compared to the harsh illumination of trough lighting, helping to preserve and reduce the levels of lighting pollution.

The background colour of the fascia is light green with the Audiologists text being grey. The background of the POD is dark green with the Specsavers text being white.

As the existing Specsavers Opticians store carries a projection sign, they have decided to not reinstate the projection sign for the Hearcare store.

Amenity and Public Safety:

The locality of the development is situated in the pedestrianised zone of West Street. West Street is a mixture of various retail stores and other facilities open to members of the public. The new re-furbishment development will refresh the appearance of the shop and be a pleasing addition to the area. The store provides an essential health and wellbeing service to members the general public

The proposed signage scheme will not obscure or hinder any traffic signals/signs, Railway signs or any navigational signs.

Access:

There are no access issues for the general public as the main entrance to the store is from ground level threshold.