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PLANNING STATEMENT

Harveys/besons for beds Store, Unit 9b, Wellington Retail Park, Hambledon Road, WATERLOOVILLE PO7 7FG

Application for Advertisement Consent comprising of:

1. Fascia sign 'Harveys' to front elevation – size 3298mm x 6400mm x 200mm internally illuminated by eco friendly LED modules – 350 cd/m2
2. Fascia signs x 2 'bensons for beds' to front elevation – size 1750mm x 3500mm internally illuminated by eco friendly LED modules – 350 cd/m2.
3. Aluminium cladding to surround entrance door with vinyl 'hello and welcome to harveys' lettering – total height 3288mm to span 6600mm.
4. Fascia signs x 2 'Harveys & bensons for beds' to rear elevation – size 2000mm x 4000mm internally illuminated by eco friendly LED modules.
5. Aluminium tray panel 'Goods in' sign – size 560mm x 1800mm x 25mm

Materials /colours used:

1. Fascia signs - Aluminium sign boxes with digitally printed vinyl skins (pantone colours Aubergine 2602c/Pink 248c/Red 200c & white)
2. Goalpost feature – aluminium cladding painted grey with white vinyl





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3. Goods in sign – aluminium tray panel with vinyl details.

Justification of works:

Harveys/ bensons for beds locating to new retail park, using materials & colours used throughout their stores are of a high specification, used in Conservation areas & normal areas.

Signage scheme is used generally throughout all retail park developments

Illumination of the signs is paramount for safety reasons, especially during the dark winter months for public safety, using the store.

Amenity & Public Safety:

The locality of the Harveys/bensons for beds store is situated at unit 9b next door to DFS. The new development will hopefully be a welcome addition to the area. The store is an essential amenity to the general public to purchase all types of furniture retail products.

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

The proposed signage scheme will not hinder any persons using the highway as illumination is kept to a minimum.

There are no factors relevant to public safety.

Schedule of works:





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Works to be carried out on receipt of Planning Permission from the Local Authority, Keeping with Local Authority Guide lines.

Access

There are no access problems for the general public as the main entrance to the store is from ground level through one set of double doors.

