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STATEMENT IN SUPPORT OF A PLANNING APPLICATION

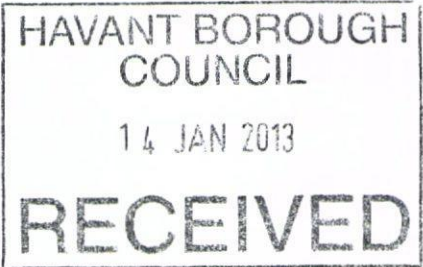
FOR

NEW SHOP FRONT

AT

**POPPINS RESTAURANT
266, LONDON ROAD
WATERLOOVILLE
PO7 7HG**

JANUARY 2013



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Introduction

This statement is submitted in support of a planning application for a new shop front at POPPINS RESTAURANT, 266, LONDON ROAD, WATERLOOVILLE..

The enclosed drawing No. WAT 1 (existing & proposed front elevations) shows my client's preference for a new hardwood and glazed shop front, which can be opened via the inward folding doors. This creates an almost fully open restaurant area and will provide a continental style atmosphere during favourable weather conditions.

The style of the shop front has proved to be extremely successful and very popular with customers and town centre managers at openings in Petersfield, Alton, Cosham, Farnborough, Havant and Romford (photos enclosed Appendix A). The proposed new shop front in Waterlooovillewill be very similar in design to the Romford shop front. The doors and glazing will be less ornate than the other shop fronts shown on the photos i.e. without the sculpted curves at the top and bottom of the glazing. This will allow more natural light into the restaurant, thus saving on electricity.

When the shop front is closed, the attractive hardwood and glazed design is a welcome reprieve from the usual bland aluminium shop fronts normally associated with town centre retail units. The proposal will, therefore, enhance and preserve the character and appearance of the shop front within the town centre given the modern nature of the existing design.

The design and size of the main entrance door and disabled toilet also makes the premises easily accessible to people with disabilities.

Should the shop front design be considered inappropriate for this location, my client is happy to consult with the Planning officer to reach an amicable agreement on a new design which may, or may not include some of the original proposal. The revised plans can be submitted before the entire application is considered.

JOHN ROBINSON

APPENDIX 1



SHOP FRONT PICTURES

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ALTON

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PETERSFIELD - In a Conservation Area



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ROMFORD



HAVANT



FARNBOROUGH

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COSHAM

