

15th January 2013

Planning Statement

ONE STOP CONVENIENCE STORE, 10 LONDON ROAD, PURBROOK, WATERLOOVILLE PO7 5LJ

Situation:

The site is located on a main road in a predominately residential area which contains a number of other retail outlets all of which display signs of varying sizes, colours and designs.

Reason:

One Stop are carrying out a refurbishment of the interior and exterior of their existing store. The new signage is to be located in the same positions as the existing

Evaluation:

The existing signs were of a similar nature and in the same location to those proposed.

We considered that the existing signage served the practical requirements of the site and therefore we have decided to replace the existing signage with a similar concept, albeit in the new corporate colour scheme and with the addition of internal illumination as well as replacing the existing external illumination.

Our design will effectively blend into the street scene, maintaining the same principles of design, and proportions as others in the area.

Design:

In summary our design principle is: The designs in the locality work well, are sympathetic to the buildings and is clearly acceptable to Havant Borough Council. Therefore we propose to replicate the existing designs as far as possible.. In this way the impact upon the surrounding area and other businesses is minimal

Appearance:

The existing appearance will be maintained.

Acess:

No demolition of or alteration to the fabric of the building will be necessary, we will simply remove the existing signs, which are screw fixed to the building and replace with similarly constructed signs.

Access to the sign positions will be by mobile scaffold towers and all work will be carried out, outside normal working hours in order to avoid disruption to the branch, its customers, pedestrians and other businesses.