Design and Access Statement for Proposed Advertisement Alterations at Halifax, 109-111 London Road, Waterlooville, Hants, P07 7EQ

This statement is to accompany all associated planning applications for Halifax Waterlooville.

1. Response to Context

The site consists of an end of terrace two-storey brick built unit, situated on a prominent town centre street in Waterlooville (C.1960s). The site occupies 2No. adjacent units, which have been opened up into one larger store, which houses the retail banking outlet, Halifax. It is located in a predominantly retail area with similar outlets adjacent to and surrounding the site. This application relates to changes at ground floor level only (customer facing).

The building is not listed and is not within a conservation area.

The building has a floor area of 264sq.m at ground floor level, of which approx. 75sq.m is for staff use only, the remainder being the customer area. The first floor comprise of staff accommodation only. We are proposing minimal changes to the interior of the store – aesthetic refurbishment and redecoration only.

The shop front is predominantly full height glazing with a glazed automatic double entrance door. The solid section of shop front which surrounds the ATMs and post box is clad with granite slabs which are mid grey in colour.

There is an existing, singular, fascia panel which is white in colour, with a single central signage panel in blue. Either side of the central sign is individually applied vinyl lettering/numbers (store details). There is also an existing projecting sign at high level, to the right hand end of the main fascia panel. None of the existing signage is externally illuminated. These signs are to be retained as existing.

All other signage visible from the street is fixed internally, either by means of a wire/bracket sign hanging system, or self adhesive vinyl applied to the internal face of glazing.

The proposal includes the installation of:

- A powder coated aluminium panel, which will over clad part of the existing granite-faced shop front. The panel will fill the extent of the recess that the ATMs sit within, providing a solid blue (RAL 5006) backdrop to the existing cash machines
- 2No. identical new signs fixed to the external face of the new blue panel, above the existing ATMs (cash machines).
- Replacement manifestation/vinyl decals to the internal face of the glazed shop front, comprising two rows of frosted ‘roundels’ at 900mm and 1500mm AFFL.
- Replacement informational signage (opening hours, security notice, DHL barcode, ‘no smoking’) to the internal face of the glazing adjacent to the main customer entrance.

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Please refer to drawing G3790-A-001 Existing & Proposed Shopfront Elevation for details and locations.

2. Use

Not applicable – this is A2 established use. We are proposing no change.

3. Amount

Not applicable - this is a single, stand-alone unit to which we are proposing no increase in floor area.

4. Layout

Not applicable - all existing entrances / exits are to remain unchanged.

5. Scale

The scale of the unit itself is set. All existing / proposed entrances are to remain the same size.

The new signage and manifestation will be designed to suit the scale of the building and the surrounding structure, and will comply with current Building Regulations.

6. Landscaping

Not applicable.

7. Appearance

Any visual alterations to the store itself are described above. For further details of design, colour, size etc; please refer to the drawing G3790-A-001 Existing & Proposed Shopfront Elevation.

8. Access and Inclusivity

Approaches and travel routes to the branch will be unaffected. The branch currently has compliant and level entry directly from street level. The existing access doors are of adequate width and comply with current Building Regulations.