MHC/mw/0765

Planning Statement

Estate Agent Signage

47-47a London Road, Waterlooville,
Hampshire. PO7 7EX



1.0 **Generally**

1.1 This Design Report is in support of a Planning Application to the Havant Borough Council for shop/estate agent signage at 47-47a London Road, Waterlooville, Hampshire, PO7 7EX.

1.2 No other purpose is anticipated or accepted. Copyright of this report remains with Martin Critchley Consultants Ltd.

1.3 Reference should be made to the planning submission drawings for details of the proposals, ref :-

0765	-	201	Location Plan
		202	Block Plan
		415F	Elevations

2.0 **Physical Context**

2.1 London Road runs in a north-south direction and is the remains of the "old" road from Portsmouth to London. 47-47a London Road is south of the town centre.

2.2 Waterlooville is a medium density urban development. Five miles to the south is the town of Havant and eight miles to the west is the city of Portsmouth.

2.3 North-west of London Road are open fields and countryside.

2.4 Buildings along London Road are predominantly two and three storeyed with a mix of both commercial and residential property.

2.5 London Road is adopted with a footpath on both sides and street lighting.

2.6 The site is generally flat. The land falls away to the West.

2.7 London Road is a local access road. Access to the main A3 Portsmouth to London dual carriage way is approximately 2 miles to the east.

5.0 **Amount**

5.1 The proposed signage is 4 fascia signs and 1 projecting/hanging sign.

5.2 First fascia sign proposed: East elevation above entrance door. To be 2.3 metres above ground. Height of 600mm and width of 3150mm.

5.3 Second fascia sign proposed: South and East elevation above side door on corner of building. To be 2.3metres above ground. Height 180mm and width 220mm.

5.4 Third fascia sign proposed: South elevation above window. To be 2.2 metres above ground. Height 220mm and width 1350mm.

5.5 Fourth fascia sign proposed: North elevation. To be 2.5 metres above ground. Height 600mm and width 2100mm.

5.6 Fifth sign to be hanging/projecting. Hung on East elevation so it can be seen from North and South. To be 2.3 metres above ground. Height 600mm, 60mm thick and projecting from building no more than 1100mm.

5.7 All signs to be white background with purple and grey text as per details within application form.

6.0 **Evaluation**

6.1 The signs are needed so the estate agent can advertise itself to the public.

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