PERMIT

DESIGN & ACCESS STATEMENT

For

Signage



AT: Former Mr Cheap Store, 8-9 Queens Parade, London Road, Waterlooville, P07 7EB

FOR: JD Wetherspoon plc

PREPARED BY: RJD – Sep 2011

1.1 Introduction

The current site to which this Signage application refers comprises of an existing Mr Cheap store which our client JD Wetherspoon plc wishes to purchase the Leasehold with the intention of trading as a traditional high street pub serving hot food, real ale and wine.

The existing building is a three storey structure which is at the end of a terrace of retail units. The ground and first floor units are the subject of this change use with the remaining floors staying in residential use.

The construction is predominantly brick and glazing with timber balustrades to the terraced area at first floor level.

The building is accessed from queens parade which is a pedestrianised walkway accessed from London road.

As a new Pub in what is not a traditional Public house building we wish to maximise signage to all possible elevations, providing menu cabinets and amenity boards to both front and rear areas, to help promote the pub following the extensive remodelling works.

1.4 Amount

The Proposals will involve 3 New Fascia signs to the rear and side elevations these will be mounted directly to the wall, in the case of the front main sign will be mounted to a glass panel suspended from the soffit above. An amenity board will be mounted to the side wall of the disabled entrance lobby to the left of the shop front with a menu cabinet adjacent the pub entrance. Identical amenity and menu cabinets will be positioned at eye level facing the rear car park area at the back corner of the building. A projecting sign is proposed to the right hand brick pilaster of the shop front.

1.5 Scale

The proposed fascia is sized to give a clear readable fascia without being overly imposing.

The scale of these proposed signs are considered wholly appropriate in order to improve the overall appearance of the existing premises and has been designed in such a way so as not to detract or upset the original architecture of the building.

1.7 Appearance

The signage is proposed to consist of silver lettering with translucent amber edges, the internal illumination is proposed to give a soft halo like glow and will be timed to the opening hours of the pub.