HSBC BANK PLC

312 London Road
Waterlooville
PO7 7DX

Planning Statement

10/170/PS

January 2011

Site Address: 312 London Road, Waterlooville PO7 7DX **Date:** 7 January 2011

Contact Details :

Applicant

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Agent

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Description of Development :

HSBC are proposing to refurbish the branch internally and install new signage to the front elevation.

The signage proposals will include the removal of the existing projecting section of fascia. A new, flat fascia will be created, continuous across the shopfront. This will create a more pleasing esthetic appearance and internally illuminated built-up lettering and logo will be fixed to the new fascia on locators. The existing projecting sign will be relocated to the far right of the elevation and will receive new face panels. The existing fascia sign on the side elevation will be retained and deep cleaned.

Analysis & Justification:

We feel that the removal of the projecting section of fascia will greatly improve the appearance of the branch and that the provision of a flat fascia, continuous across the full width of the shopfront will achieve this.