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Planning Statement

Wilkinson Store Alterations
12-14 Dukes Walk, Waterlooville, Hampshire, PO7 7HS

Planning Application Ref: PP-01525818

Advertisement Consent to an Existing Store

Applicant

This Application is on behalf of Wilkinson Hardware Stores Limited, a nationwide retailer with over 350 stores in the UK. Wilkinson has a number of policies relating to their stores and is committed to inclusive design wherever feasible for staff and customers to make their stores fully accessible.

New well designed signage giving clarity to the customers is being installed throughout their stores. Signage is designed to aid visibility of the store and guide customers to rear collection areas and to assist delivery drivers in finding delivery and loading bays, making the store easier to access and use.

Proposal

Wilkinson are proposing installing their new signage to the exterior of the store along with non-planning related improvements internally including signage new tills and queuing systems, new decorations and way finding and new shop fittings giving a cleaner, lighter more modern appearance

External signs are of high quality comprising fret cut aluminium panels in their signature dark red - RAL 3003 neatly fitted and with white internally illuminated lettering and a small yellow ring in Perspex pushed through the aluminium. Only the lettering is illuminated. Incorporated in the branding design is a strapline statement “Home of family value” added onto specific sign panels in yellow self-adhesive vinyl.

At the rear a new customer collection point allows shoppers to pick up larger items and transfer into their cars, utilising the existing parking space. There is a dedicated doorbell and staff assistance at this point and the pick-up door is signed as such.

cgl
Child Graddon Lewis Ltd