Planning Statement – 25 March 2011

Wilkinson Store, 51-55 Meridian Centre, Havant

Planning Application for Signage

Applicant

This Application is on behalf of Wilkinson Hardware Stores Limited which is a nationwide retailer with over 350 stores in the UK. Wilkinson have a number of policies relating to their stores and are committed to inclusive design wherever possible 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 usually is intended to aid visibility of the store and guide customers to rear collection areas and to assist delivery drivers in finding delivery and loading bays

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 queueing systems, new decorations and wayfinding and new shopfittings giving a cleaner brighter more modern appearance

External signs are of high quality being 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.
Usually there is a strapline statement - Home of family value added onto some panels in yellow self adhesive vinyl

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

Child Graddon Lewis Ltd