# DESIGN & ACCESS STATEMENT

Specsavers Opticians. 8 The Chauntry, High Street, Haverhill CB9 8AA

## 1.0 INTRODUCTION

### 1.1 Overview

This statement is in support of the above site for Advertisement Consent for:

Proposed installation of new fascia sign and projecting sign to the shopfront.

Use: The unit is situated within the high street, neighboured by other retailers. It is currently trading as Specsavers Opticians and will continue to do so.

### 1.2 Planning Statement

The proposed design and location of proposals aim to satisfy Local Planning Policy and the National Planning Policy Framework.

## 2.0 DESIGN

### 2.1 Scope of works

Proposed installation of new fascia sign and projecting sign to the shopfront.

Fascia Sign: New aluminium fascia panel finished green. New white Specsavers logo and lettering to fascia, in the form of push through opal acrylic. Sign will be internally illuminated as existing.

Projecting Sign: Aluminium back panels finished green, with white Specsavers logo in the form of push through opal acrylic (same both sides.) Sign will be internally illuminated as existing.

### 2.2 Layout

The relationship between the buildings within and outside the application site will not change as a result of this application. The proposals have been designed to be within the existing envelope, to give continuity. The store layout has also been designed around all of the existing services, to avoid any need for alteration.

### 2.3 Scale

No extension or footprint increase will occur as a result of these proposals. The scale of the proposals have been kept to a minimum, to match the existing buildings layout. The proposed signage aims to mimic that of the previous design, for continuity.

## 3.0 ACCESS

Pedestrian access to and from the building will be retained as existing, no alterations are proposed.

Vehicular access will remain as existing, no alterations as a result of this application.

## 4.0 JUSTIFICATION

The proposed signage is essential as it will give the store brand recognition within the high-street, and act as a wayfinding point for the public who are visiting the store. The new signage will also bring the signage in line with Specsavers current brand standards and national advertisements.

## 5.0 PHOTOS




Photo of the front of the building, to the high street as existing.