

PLANNING STATEMENT		SITE ADDRESS:	
JOB REFERENCE: BELLS SHOES		SITE ADDRESS:	Clarks Shoes, Unit 17 Spring Gardens, Buxton SK17 6BJ
CONTRACT MANAGER: Stuart Richards		DATE	09 / 08 / 2022
PLANNING STATEMENT	THE PROPOSED NEW SIGN IS A DIRECT ‘LIKE FOR LIKE’ REPLACEMENT FOR THE EXISTING SIGN IN TERMS OF MATERIALS USED, SIZE AND PROPORTION. THE ONLY DIFFERENCE FROM THE EXISTING SIGN IS THE COLOUR OF THE NEW SIGN, WHICH CHANGES FROM GREY TO SATIN BLACK. THIS IS IN-KEEPING WITH THE CURRENT CLARKS SHOES CORPORATE BRANDING GUIDELINES. ALL OF THE EXISTING LIGHTING IS BEING RETAINED AND USED TO ILLUMINATED THE NEW SIGN PANEL (THE LOGO IS WHITE AND ILLUMINATED WITH WHITE LIGHT). MY CLIENT WOULD ALSO LIKE TO APPLY FOR PERMISSION TO ADD A NEW NON-ILLUMINATED HANGING SIGN, SYMPATHETICALLY STYLED TO SIT COMFORTABLY WITHIN THE CHARACTERFUL SPRING GARDENS RETAIL ENVIRONMENT. TRADITIONALLY STYLED WITH A DECORATIVE PANEL AND WROUGHT-IRON STYLE HANGING BRACKET, TO ADD SOME PRESENCE TO THE CLARKS SHOE SHOP BRAND ON THE STREET (THERE IS CURRENTLY NO OBVIOUS SIGNAGE OR BRANDING VISIBLE ON THE UNIT WHEN APPROACHED FROM THE DIRECTION OF TERRACE ROAD).		