

Design and access statement

On behalf of



University of Chichester, College Lane, Chichester, West Sussex, PO19 6PE

In respect of:

Proposed advertising at the Universities' Bognor Regis Campus.

Bognor Regis Campus, Upper Bognor Road, PO21 1HR.

Date:

March 2019

1.0 Introduction

1.1 This design and access statement has been prepared to support an application for permissions for advertising. The project is to create two advertising signs at different locations along Upper Bognor Road for the purpose of advertising open days and other University related events.

1.2 This document is to be read in conjunction with the following drawings:

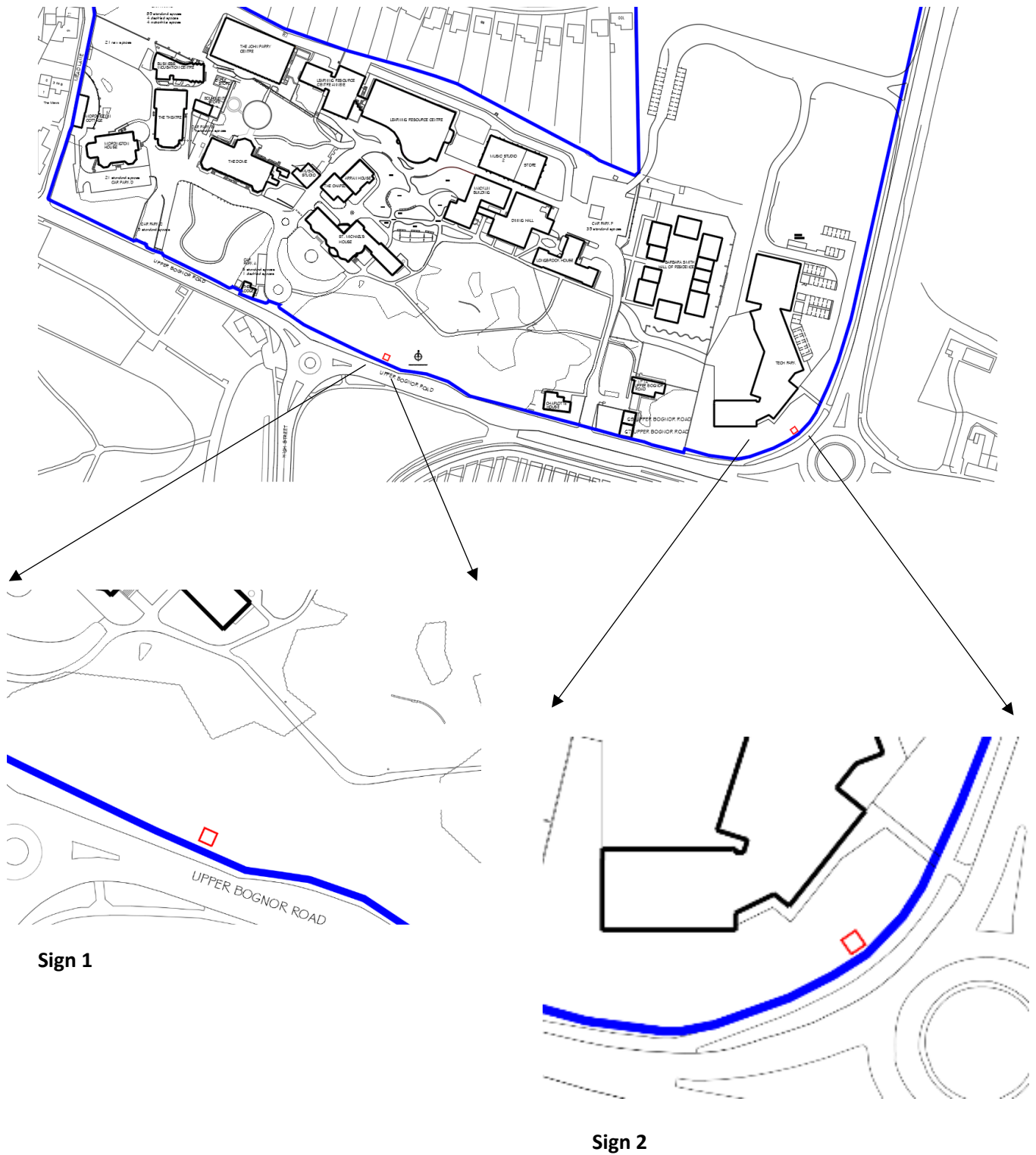
1.2.1 BRC_adv-01 Location plan

1.2.2 BRC_adv-02 Advertisement location 1

1.2.3 BRC_adv-03 Advertisement location 2

2.0 Site analysis

2.1 The proposed locations for the advertising signs can be seen on the plans of the Universities Bognor Regis campus below. The red boxes indicate where the signs will be located and not the size of the actual signs when they're installed. (not to scale)



2.2 The locations for the proposed signage can be seen in the photos below

Sign 1:

The first sign will be located between the bus stop and Hotham Park roundabout.





Sign 2:

The second sign will be a v shaped sign located on the Felpham way roundabout (by Butlins) outside of the Tech park.





3.0 Proposals

The proposal is to create two permanent signs at the Universities Bognor Regis Campus for the purpose of displaying information on the Universities activities and events. Some examples of the information which will be displayed on the sign includes information on the dates for the open days for the University as well as information on events and courses which are happening at the University.

This is important for the University to display this information to the passing traffic along Upper Bognor Road to capture passing trade and provide them the information on events happening at the University. This will provide potential students with the information they require to be able to attend one of the open days.

In order to capture as much passing traffic as possible, the University has identified two proposed locations for these signs which can be seen in the photos and plans above in Section 2.

Sign 1:

The first sign is proposed to be located close to the bus stop along Upper Bognor Road, in between this and the Hotham Park roundabout. This location has been selected because it will pick up the passing people using the bus stop as well as pedestrians in the area. As a result this area has been selected as it is easily visible from the road without distracting drivers but will still be sufficient for providing the necessary information for passers-by. This sign is proposed to be 2440mm x 610mm in size and will be 50mm in depth. The sign will be constructed from a timber frame with a vinyl sign attached which will be interchangeable depending on what the University wants to advertise at that time. This sign size and design will be sympathetic to the University and the nature of the campus through its design and style. The images above show the location where the sign is proposed to be, there is a natural break in the trees here making it a good, visible location without needing to disturb any nature. An example of one of the designs for an open day can be seen in the image below.

OPEN DAYS

www.chi.ac.uk/opendays

Saturday 30th June | Saturday 6th October

Thursday 25th October | Saturday 17th November

Sign 2:

The second sign is due to be located by the Felpham Way roundabout, outside of the new University Tech Park building. This location has been selected as it will be in a location that will get a lot of passing traffic, specifically for Butlins. In addition, its close proximity to the Tech Park building will allow signage with adverts directly relating to it, for example advertising specialist degree courses as well as business space which will be available for hire within the building. As with sign 1, the frame of the sign will be created from timber, further being sympathetic to the image of the University as well as the campus. This sign is proposed to be a different style than the first sign, this will be in a 'V' shape with each side of the V being 2.4m long, 1m high and 50mm deep. This frame will then have interchangeable vinyl attached which will be regularly updated advertising different events relevant to the University. The location for this is a natural break in the trees which means there will be no need to remove or effect any nature and can be seen in the photos above. An example for how the sign could look is below.



4.0 Appearance

The image of the University to the public is of great importance and it is proposed that these signs are along these lines, of promoting a positive image of the University through its advertisements. The advertising designs on the vinyl of the signs will take on many different forms as the events of the University change and adapt over time. The examples given in the proposals are for open days and the Tech Park. Other potential designs include, advertising business space for hire, and special events taking place on the campus such as the 180th anniversary this year.

The appearance of all the signs will be carefully contemplated prior to any design being put in to the public view as these reflect the University. All signs will be comfortably visible in all weather conditions, none of the proposed designs for the signs will be illuminated or reflective. This means in the evening they do not detract from the road signs in car headlights.

As can be seen above all the proposed designs are of a similar style and fit the Universities colours of grey and aqua. These are neutral colours and provide attractive and complimentary signage for the University to advertise its information, these signs are not offensive or in your face. This is important for the University as it allows a positive image to be portrayed as well as being complimentary to the campus, towards its age, significance and the nature.

All signage will purely be for advertising University related events and business and no other activities or advertising will be proposed.

5.0 Conclusion

The overall aim of the proposed advertising is to provide information to passing by members of the public about the activities going on at the University. This will include information about, open days, business space and University events.

In order to achieve this, the proposal is for two permanent signs to be erected both along Upper Bognor Road, one by the Hotham Park roundabout, and the second sign by the Felpham Way roundabout. These locations have been selected to attempt to gain as much passing traffic as possible to successfully advertise the Universities business. In addition they minimise the amount of potential signs required on the campus, to prevent 'cluttering' the campus with advertising as they catch all the key traffic.

The designs of the signs will change on a regular basis, but all will be complimentary to the University and the campus. As can be seen by the 2 designs shown above there is a theme for the University of grey and aqua colours and all designs will be in a similar style simply advertising different events or dates for the open days.