

DESIGN & ACCESS STATEMENT

Project: Proposed Non Illuminated Signage For Central Convenience, Nyton Road, Chichester, West Sussex, PO20 3UP

Client: Bestway Retail

Job No: 1857

Date: July 2018

Issue: 1

Revision: 0

1. Type of Application

This is a full planning application for “Consent to Display an Advertisement”.

2. Location of Proposed Development

Nyton Road
Chichester
West Sussex
PO20 3UP

3. Description of Proposed Development

It is proposed to install new outdoor wall fascia signage on the existing building elevations

4. Date of Preparation

July 2018

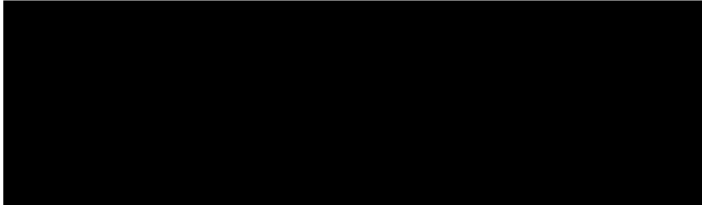
5. Date of any Amendments - None.

6. Applicant

Bestway Retail
Head Office Unit 1
Weston Road
Crewe
Cheshire
CW1 6BP

7. Agent

PAB Architects Ltd
Renaissance Studio
No 1 Derby Street
Leigh
Greater Manchester
WN7 4PF



8. Access

The proposed signage will not affect the existing access as it is fixed to the building elevations and no freestanding signage is involved. The signage will be positioned on the building to be visible to visitors approaching the property in a vehicle or on foot.

9. Design

The black lettered signage will be located on the front and external elevations of the building and will be positioned such that they are visible to the public from both direction of Nyton Road. The height of the bottom of the sign from the ground level will be approx. 2.4 metres and the dimensions of the letters “CENTRAL CONVENIENCE STORE” and “POST OFFICE” and “6am-10pm Daily” will be approx 200mm high x 200mm wide x 19mm deep.

The proposed fixed signage will be fixed centrally to the front elevations of the building above the entrance doors and windows. The colour of the letters will be black matt and the material will be timber 3D lettering and will be stuck to the face of a timber fascia board painted white sign and the max projection from the face of the brickwork will be 35mm which includes the fixing brackets. The colour of the sign will be white and black

The internal window signage will be retained in place as existing.

Each location, design and colour of all of the signs have been chosen to be in keeping to match the style of all of the existing signage already fixed to the building, but at the same time to also be visible for the applicants main intended purpose of the public knowing the shops location

The signs are non-illuminated and have been designed in conjunction with a specialist signage company.

10. Impact on Neighbours

The signage has been designed to be in keeping with the existing building and has only been positioned on the front elevation which is where the current green signage for Central, Costa and Post Office is already positioned. The new signs have been sized so as not appear obtrusive and thus not to have a negative impact upon the surrounding neighbours. The new signage will simply replace the existing “Central” signage.

11. Conservation Area

The application is situated in a Conservation Area and the building is a local landmark and possesses considerable significance for people in the Chichester Area.

The existing signage on the building is characterised by a measure of restraint which is in harmony with the buildings original design, and we believe the proposed new signage also matches the style and character of the existing signage, in terms of design, size and colour.