

Design & Access Statement

This signage scheme has been proposed as the building is undergoing an internal and external refurbishment, and the existing signs, due to their condition/age, do not reflect the development.

We propose to remove the existing fascia sign and to have the timber panelling behind painted out. We then propose to paint on the new house name letters onto this repainted back board (Sign A). This proposal should be considered an improvement on the existing, as we are proposing to expose the traditional shop front and make use of the natural fascia area with a very traditional method of signage. We originally proposed to install a new slimline trough light, but this was rejected by the planning department on submission of our advertisement consent application. After this consultation, we amended the method of illumination to show traditional swan-necked cowl lights to illuminate the house name instead.

Sign B is a new double sided pictorial sign to the existing bracket. This will be a direct like for like change. Again, we originally opted for slimline Linolite trough lights to this sign, but these were discussed with the planners and again, changed to show traditional swan-necked cowl lights as existing. As all elements of this sign are like for like changes, we would anticipate no issues with Sign B.

Sign C is an existing decorative stone emblem sign, which will be repainted. Originally this would have been uplighted by a small floodlight, but after consultation with the planners, we opted for a downward facing cowl light as existing.

Sign D is two new lanterns to the front elevation fascia. These lanterns will replace the 4no existing large copper lanterns to the same fascia. Again, as this is a reduction in the overall number of lanterns, we would consider this to be an improvement.

The proposed 5no LED floodlights (Sign E) will provide a warm gentle illumination to the building. There are 3no proposed at high level to the front elevation. These will replace the existing fittings on a like for like basis. The other 2no fittings will be fixed to the flat roof area to the rear elevation to cast a warm gently illumination onto the building.

The new signwritten (hand painted) amenity text to the rear of the building (Sign F) will be at low level, and therefore not overly prominent. However it will provide passing pedestrians with an indication as to what can be found internally. These types of signs are essential to businesses, as it can attract customers who might have carried on walking without being tempted by the amenity wording. As we are painting this sign directly onto the building, it will have almost no negative impact at all on the fabric of the building, and due to its restricted size and discreet location, it will not negatively affect the street scene either.

The new awning (Sign G) will provide some shelter to the external seating area and will be positioned in a discreet location below the new rear elevation fascia. The awning will be coloured to match the rest of the signage scheme and will have some subtle branding along the small front valance. This will ensure that the awning looks like a 'part of the scheme' and not an afterthought.

Sign I is a new rear elevation fascia sign with applied individual house name letters. This sign will replace the existing rear fascia on a like for like basis. As with the front elevation, we had proposed

to use a slimline trough light to illuminate this sign, but after comments from the planners, we agreed to use cowl lights as existing.

Finally, Sign J is a small disclaimer style sign reminding people to respect the neighbours and to leave the premises quietly. This should help with the potential noise issues and is a preventative measure to protect the neighbours from undue noise levels.