HPK/2012/0370

22 JUN 2012

DESIGN & ACCESS STATEMENT

WHITE HART @ WHALEY BRIDGE

Sign A
2 No. timber framed name board signs have been located on the buildings natural area. The timber hand finished individual letters have been chosen to be in keeping with the scheme of the building. The name board does not encroach on any architectural features such as lintels or window mullions. The key function of the signage is to inform the public at distance the name and nature of the business, also highlighting the main access point to the outlet and creating a better flow of foot traffic in and around the area for persons wishing to use the facilities.

Sign B
1 No. timber pictorial sign is fixed at high level to communicate at distance the name and nature of the business in both directions to both foot and vehicular traffic. The area in which these signs have been located is a natural area and will not conflict with the buildings aesthetics or encroach on any architectural features, such as lintels or window mullions.

Signs C & E
2 No. timber chalkboard sign is located on the buildings natural area, given the positions of the signage it does not encroach on any architectural features such as window mullions or a key feature such a lintels or fall pipes. It is located by the access points to the building this will help users of the outlet identify the points of access. The key function of the signage is to inform the public of the amenities on offer, also creating a better flow of foot traffic in and around the area for persons wishing to use the facilities.

Sign D
1 No. timber amenity sign is located on the buildings natural area, given the position of the signage it does not encroach on any architectural features such as window mullions or key features such as lintels or fall pipes. It is located by the access points to the building this will help users of the outlet identify the point of access. The key function of the signage is to inform the public of the buildings amenities on offer, also creating a better flow of foot traffic in and around the area for persons wishing to use the facilities.

Sign F
1 No. lantern has been located to highlight the access to passing foot and vehicular traffic, creating a better foot flow to patrons wishing to use the outlet on an evening.

Sign G
6 No. floodlights are fixed at high level to illuminate the building and highlight its presence to passing trade on an evening, creating a safer environment for foot traffic.