

JUSTIFICATION STATEMENT

Proposal Address: 23 Terrace Road, Buxton, Derbyshire, SK17 6DU

Applicant: Bench Architects

There is much historic evidence of very extensive signage at 23 Terrace Road, both on the front and sides of the building. Refer to the archive photos attached from 1950's, 60's & 70's. Through discussion with Sue Ashworth & Joanne Brookes a simplified design has evolved for the signage as outlined below.

WALL MOUNTED BOX SIGN INCORPORATING LED LIGHTING (SOUTH ELEVATION)

The formation of the proposed box sign has been specifically designed and positioned to represent Bench Architects, the business operating in the upper floor and the signage relates only to the name of this business. The Fascia sign at ground floor level represents Quality Solicitors, the tenant in the front facing ground floor shop.

The multiple occupancy of 23 Terrace Road necessitates careful advertisement to indicate the location of the businesses. As the main (& only) entrance to the Bench Architects office is down the side of the building we have proposed a wall mounted illuminated box sign to be mounted at first floor level on the side elevation, not the main front facing elevation. To mount a sign on the front elevation would be confusing and potentially misleading to customers. The same problem occurs where the sign to be mounted on the side elevation at ground floor level with the added concern that it would increase the likelihood of vandalism and the sign would be obscured by parked vehicles and pedestrians reducing its functionality.

The proposed sign consists of the following:

- a through wall conduit has already been installed to supply power.
- switched using a photo-sensor + an internal master time-switch
- size W1189 x H841 x D100mm
- Illuminated simplified RIBA logo
- Illuminated lettering to the sides and front face, font: Bayern Sans (as used on the Bauhaus).
- RAL colour: 7016 or 7024 or 7026 (to be confirmed)
- Component drawing: 13148/C/447

The design of the new sign has been deliberately kept clean and minimal with illuminated side lettering in reference to its location down a side street. The proposed sign will be constructed from dark grey powder coated pressed aluminium with cut out lettering and the RIBA logo revealing white illuminated plastics. The dark colour has been chosen to keep the signage low key and deliberately avoids garish colours, seeking instead to enhance the setting of the building and the adjoining properties. The illumination will be timer and photo-sensor controlled and will only operate from dusk until midnight and from 6am until daylight. On the attached photographs there is evidence that signs have previously existing in the same location.

2x ILLUMINATED ENTRANCE REVEAL MANIFESTATION TO DG.1

We are proposing faintly illuminated reveal signage to Bench Architects entrance. As the door is away from the front elevation of the building as well as being slightly recessed from the street, the entrance needs careful advertisement to indicate its position. Other solutions would be to have wall mounted signs with arrows or swing board signs or similar on the pavement directing customers to the entrance. We felt these alternative approaches would add to the clutter of the streetscape and detract from the setting of the building and area generally. Further to this, the door is recessed and will be in shadow, some external illumination will be required in lower light (e.g. during winter evenings), by combining the signage and external lighting it helps keep the elevation clean and uncluttered.

The proposed sign consists of the following:

- consisting of 3 no. separate flush mounted panels

- switched using a photo-sensor (to be mounted near the intercom) + a timer
- bead-blasted stainless steel with 'bench architects' lettering cut out (slot to top reveal) font: Bayern Sans (as above).
- black screen printed RIBA logo
- LED light strip + mounting angle
- Opel perpex (spectrum LED) backing
- light guide panels (Lucite® / Perpex® D-Lux)
- Aluminium channel 'picture frame' to mount light guide panels
- Stainless steel washers
- Countersunk pig nosed stainless steel security screw fixings
- Component drawings: 13148/C/445 & 446

We have taken time to carefully design the signage in an appropriate and considered manner. High quality materials have been chosen and garish colours avoided, once again seeking to enhance the setting of the building and the adjoining properties. The illumination will be timer and photo-sensor controlled and will only operate from dusk until midnight and from 6am until daylight.

End.