

Document Ref: F

Design & Access Statement

Security Shutter box cladding/sign tray incorporating new
(partially back lit) signage to commercial shop front
at
112 Chester Road, Acton Nr Wrexham LL11 2SN

1. Introduction

- 1.1. This proposal relates to a proposed erection lightweight aluminium sign tray cladding to cover the front face of existing security shutter box at the retail florist shop premises at 112, Chester Road, Acton Nr Wrexham. LL11 2SN
- 1.2. It was necessary to remove the previously installed wedge canopy due to the canopy frame structure failing structurally with a potential for collapse and becoming a health and safety risk. In addition the canvas covering had become badly weathered, damaged, discoloured and unsightly in appearance.
- 1.3. The intended use of the proposed new installation is multifunctional: a) to cover an existing unsightly external security shutter box mounted above the shop fascia glazing, resulting in a more aesthetically pleasing façade at pavement and street level. b) To provide unobtrusive yet effective medium for the new shop signage.
- 1.4. The proposed installation will comprise (partially due to the length of existing shutter box of 6420mm) 3 sections manufactured from of 3mm lightweight composite aluminium cladding trays, in a matt anthracite grey colour. The two outer end sections will measure length 2325mm x height 370mm x depth 50mm and will be applied with white vinyl lettering of street number and name, and business telephone number. The centre tray section, measuring 1800mm x 700mm x 85mm, will incorporate fret cut fascia of the business name logo and strapline, with low power LED backlighting to illuminate the inset acrylic lettering.
- 1.5. The maximum area incorporating the illuminated element of the signage is 1520mm x 420mm.

2. Site and Surroundings

- 2.1. The site is positioned on the A483 Chester/Wrexham main road in proximity to both residential and commercial properties.
- 2.2. The shop front façade is set back approximately 10 metres from the pavement and road, with a small paved car park in front. (See Documents ref A and B for site layout and location).
- 2.3. The site plot highlighted in red is approximately 450m².
- 2.4. The site is not in a Flood Risk Zone.

3. Use

- 3.1. The use of the installation is to enhance the visual appeal of the building fascia by cladding and disguising the security shutter casing, and provide an appropriate, effective signage display solution, with minimal interference with the existing building facade.

4. Application details

The Application consists of the following documents

- Document ref A - Site Location plan
- Document ref B - Site Block plan
- Document ref C- Shop front and side elevations drawing showing the security shutter cover.
- Document ref D – Now removed wedge canopy shop front and side elevations.
- Document ref E – Proposed new cladding/signage installation front and side elevations.
- Document ref F – Design & Access statement.

5. Design & Layout

- 5.1. The installation will be of a fixed (removable) design, installed to cover the front and spanning the width of the security shutter housing box above the shop front glazing and entrance. (Approximately 6.4m in width)
- 5.2. The cladding/signage trays will be mechanically attached to the front face of the security shutter box and project approximately 500mm (including the shutter box projection) from the shop front fascia.

5.3. The headroom height under the cladding/signage will be no less than 2.7m.

5.4. The installation, whilst being of a “fixed” design, is not considered a permanent structure, and can be easily removed in the future, (including to allow shutter maintenance), and will have no detrimental impact upon the building fabric.

6. Scale

6.1. The cladding and signage is of a bespoke design and manufacture, specifically to be in-keeping with shop façade proportions and street view.

6.2. The cladding/signage projection has been designed to offer both aesthetically pleasing functionality and minimal additional forward projection.

7. Appearance

7.1. The design of the installation has included careful consideration of the existing shop front proportions and architectural style.

7.2. The design and dimensions of the installation have included provision such that the buildings decorative date stone remains un-obsured.

7.3. The matt graphite grey colour of the cladding/signage tray background has been chosen to be stylish yet unobtrusive.

7.4. The application of shop name logo signage and address/phone number on the proposed cladding trays provides an effective signage solution, without the need for additional sign boards above (and in addition to) the existing shutter boxing, or projecting signs, which would potentially result in a cluttered façade appearance.

7.5. The proposed installation will improve and re-vitalise the shop front façade appearance from both the pavement and roadway.

8. Landscaping N/A

9. Access

9.1. Access is not affected by the proposed awning canopy installation.

10. Sustainability

10.1. Robust and recyclable materials are used in the manufacture cladding/signage trays and framework, which offer longevity and low maintenance.

10.2. The low voltage / low energy LED backlighting offers an exceptionally safe and durable solution with low environmental impact.

11. Impact upon the Character of the Area

11.1. The character of the area is residential with numerous commercial business premises located along Chester road in Acton. The installation will not impact negatively upon the character of the area, but enhance the appearance of the commercial buildings current façade, and provide a more inviting appearance to potential clients and customers.

12. Impact Upon Neighbours

12.1. No negative impact is envisaged to the immediate or local neighbours. Due to the shop front being well set back (more than 10m) from the pavement and roadway, any impact of the installed cladding, signage or backlighting upon the immediate surroundings is minimal.

12.2. The proposed use of static low energy / low power LED sign backlighting offers effective visibility whilst minimising undesirable forward light projection or pollution.

12.3. The minimal installation projection, colour scheme and the relative positions of the property building line will result in the installation being unobtrusive to immediate neighbours, which includes both a public house and set back residential dwelling.

12.4. The screening of the security shutter box (following the removal of the previously failed wedge canopy) from the shop fascia would promote a generally improved local ambience.

13. Conclusion

13.1. The installation of cladding/signage is proposed in order to create an attractive shop façade, whilst having very minimal impact on the local area.

13.2. The proposed installation will enhance the appearance of the shop facade and its locality.