

DESIGN AND ACCESS STATEMENT IN SUPPORT OF
PROPOSED ERECTION OF AN ILLUMINATED SIGN

AT

MARKET HOUSE
21 LENTEN STREET
ALTON
HANTS
GU34 1HG

FOR

WETTONE MATTHEWS LTD

INTRODUCTION

This design and access statement supports a Listed Building application for the proposed erection of one no. illuminated sign at Market House, 21 Lenten Street. The application site is within the boundary of the Alton Conservation Area.

SITE CONTEXT

The site is within the administrative boundary of East Hampshire District Council, within the parish of Alton Town. Alton Conservation Area was designated in 1970 and extended in 1982. Market House is grade 2 listed. The property comprises a Georgian townhouse which has been extended to create office accommodation.

The application site is commercial premises and is currently used as offices by financial companies. It faces Lenten Street to the South and adjoins another Listed Building to the East. Immediately to the West is a gated access leading from Lenten Street to car parking areas to the rear of number 21 and others in the more modern office complex.

The character of the surrounding area is mixed, combining traditional and modern features, residential properties and commercial premises. The buildings are 2 / 3 storey, of which there are shops and offices, along with residential use. The area is a main thoroughfare into Alton town centre.

DESIGN

As a commercial premise, signage is important to the continued success of a business. The proposed signage will be visible from Lenten Street and has been designed with corporate branding. The sign is proposed on the newer part of the building, on the West wall facing towards Basingstoke and its position means that it will not be illuminated directly in front of any residential property. The building facing the proposed sign on the opposite side of the access is also office accommodation. The higher position of the sign and its illuminated nature will help to identify where the premises are located more easily to clients. The signage is considered to be appropriate for the building in terms of its size and proposed position.

Whilst the sign is proposed as illuminated, the hours of illumination are proposed to be restricted so as not to detract from the historic nature of the area. The premises currently has a number of non illuminated signs positioned in windows on Lenten Street and to the side of the access in to the complex. There is also a fixed sign on uprights to the front of the property. It is proposed that some of these signs will be removed should consent be granted for an illuminated sign to be erected.

There are no proposals to permanently alter the fabric of the extended modern building where the sign is proposed.

ACCESS

Pedestrian and vehicular access to the premises will remain off Lenten Street. The existing access to the premises will not be altered as a result of this application.

CONCLUSION

The application seeks consent to display an illuminated advertisement on a commercial premises, replacing some of the existing non-illuminated signs. The effect will be to reduce the clutter of signage.

The sign will be simple, neat and use colour tones in corporate branding but with sympathy to the street scene. Set above head height and designed to be viewed by motorists, the signage will have no impact on pedestrian or vehicular flows.