

Inspired Villages

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Design and Access Statement

**In support of an Advertisement Application for signage
and flag advertisements at Austin Heath Continuing
Care Retirement Village, Warwickshire**

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General**

1 Introduction

This statement has been prepared by Inspired Villages to form part of an application to display advertisements including graphics and flags on the edge of the application site

The purpose of this statement is to outline and describe the proposed signage (on temporary hoarding) and flags intended to be installed at the perimeter of the site, detailing the elements that are to be illuminated.

The application seeks permission for the installation of 4 no. externally illuminated fascia signs and 1no. non-illuminated fascia sign, as well as 3 no. free-standing non-illuminated flags.

2 Site and surroundings

The site subject of this application is an area of land at Warwick Gates, south east of Warwick and south of Leamington Spa, just off the A432. The site was previously two large areas of open fields bisected by Gallagher Way, an estate road serving the offices of Gallagher Estates Ltd and several other housing developments in the nearby locale.

Warwick Gates was formerly known as Heathcote House Farm, and includes the proposed development site. The immediate context of the development site is dominated by the modern estate layout of Heathcote to the east, which generally are of a standard developer house mix with traditional pitched roofs and brick and rendered facades, with traditional window timbers.

Beyond the nursery and leisure club lies an estate of offices and commercial developments north of Heathcote Lane. They are however well screened by a treed landscape boundary.

To the south and west lies multiple new housing developments similar in appearance to those at Heathcote. These clusters of developments are both served by Harbury Lane with the roundabout immediately adjacent to the site having a view of the proposed signage and graphics as shown in the drawings that form this application.

The village itself is a combination of 'hotel services' including a Cafe, Shop, Hairdressers, Restaurant, Gym and Wellness Spa, Lounges, Library, Manned reception and Admin area, IT Room, Craft Room, Laundry and Landscaped Gardens. This is joined by various types of accommodation for people aged 65+ with varying needs of support with a combination of close care units and assisted living units, both within a central village core building and also in multiple other blocks arranged through the site area.

3 Design and Proposal

The proposal for the 5 signs follow the horizontal geometry of the temporary hoarding to which they will be applied, with the setting out of the different signs being mirrored from the central lettering indicating the name of the village site behind, Austin Heath. The proposed 5 no. signs are spread out evenly across a length of temporary hoarding approx 30m in length, with the 3 flags echoing this being behind the temporary hoarding with 1 at each end with the third in a central

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position. Please refer to the drawings submitted within this application for further details.

None of the signage elements will have a depth greater than 0.05m with 7 no. downwards facing solar LED lights being approx 0.11m deep. The six no. lights above the image graphics and 'Austin Heath' lettering will be 1.2m wide with the 1 no. narrower light above the 'village entrance' lettering being 0.6m wide. Please refer to the drawings to see sign and light positions.

There was previously a taller and narrower sign in the same location which was present during earlier construction of the village which this new signage will replace with the village core section of the village completed and habitable. The signage will relate to the village as a whole with the image based graphics highlighting amenity available to residents and the public within the village core.

The signage is located 1m back from the edge of the footpath and will feature low level soft landscaping in front and below the signage to continue the landscaping to either side of the signage area and also soften the impact of the proposal.

The graphics and lettering are concise and clear to read and understand with a defined visual contrast to the temporary timber hoarding behind.

The proposed signage would neither dominate over nor compete with the buildings in the site by virtue of their size. The combined visual impact would not be read as an over proliferation of activity. This view of subservience is reinforced further when compared against the scale of the development and mature landscaping in front, behind and to the sides of the signage.

The principal lettering of 'Austin Heath' has been sized and positioned as such so that it is clearly legible and simple to read from the opposite junctions of the adjacent roundabout without being distracting in nature. This principle is also the case for the image based graphics that are positioned either side of this. The outermost lettering indicating the direction of the village entrance and contact information is smaller by comparison, and serve the purpose of assisting with way-finding both physically and in providing contact information to those looking to contact staff within the village.

From an impact point of view, the external illuminated and non-illuminated signage will result in a negligible impact on the amenity of any residential properties nearby or upon the highway in terms of safety in consideration of the illuminated elements, particularly with multiple street-lights location in front of the temporary hoarding and signage. There will be no obstruction to the footpath or carriageway.

The leftmost lettering and arrow indicating the direction to travel to reach the village entrance will help to enhance the accessibility of the site, with vehicle and pedestrian visitors to the site reaching the village and village core by progressing along Gallagher Way which the directional arrow indicates.

All of the illuminated elements pay consideration to energy usage and will be solar powered, with solar strips incorporated in to the top of the downwards facing lights, and independent solar panels and associated batteries for the halo lit 'Austin Heath' lettering located behind the temporary hoarding within the site. Therefore this will not be visible from the public realm.

The Continuing Care Retirement village concept endeavours to provide both a secure and open style living. In order to ensure that residents feel safe from crime both real and perceived, the signage and temporary hoarding will enclose the applicable corner of the site between adjacent landscaping and existing fencing, thus ensuring a secure boundary to the site.

4 Conclusions

The proposal for the signage and flags have been carefully designed to respect the character and appearance of the surrounding area and the wider development. Also to ensure maintenance of the property for a high quality and long term investment.

The clear and concise lettering is very legible and informative, in turn supporting those who are looking for the village and those who require contact information to contact the team at the village.

The proposal will not impact on public safety nor will it have a detrimental impact on the quality and character of the immediate context and locale, in line with national and local planning policy.