

PrepWorld Northfleet external signs planning application **Design & Access statement**

Background

The planning application concerns proposed installation of external signage within and around the PrepWorld site on Springhead Enterprise Park, Northfleet.

The principal purpose of the proposed signs is to provide wayfinding for visitors and deliveries to site. The signs are also intended to provide strong corporate branding which will also further assist with wayfinding.

Design and siting

The wider Enterprise park has two access points from the road network, which ultimately connect together, but will initially deliver vehicles to opposite ends of the PrepWorld site.

The PrepWorld site itself as two access points which coincide with the “End” of the two enterprise park access roads. The two Prepworld access points serve different parts of the site and different vehicle types and functions. PrepWorld operate the site such that HGV traffic is kept separate from production staff who may be travelling by minibus, Car, cycle or on foot.

It is considered important to provide wayfinding to vehicles as they reach either access road “End”/ PrepWorld site entrance to ensure the correct vehicle types use the designated entrance. Both PrepWorld site access points are capable of accepting all vehicle types, however the provision of the proposed signs should minimise the likelihood of incorrect access being used.

With this in mind, the sign type, size and locations have been selected to provide maximum early visibility, and clear information to visitors/deliveries.

Although the site has existed for decades prior to the nearby residential development, it has also been decided to avoid illuminated signs on the elevation nearest to the residential areas.

South elevation sign size inc text 2.4m high x 2.75m wide

South east elevation sign size inc text 2.7m high x 10.3m long/wide

North elevation sign size inc text 5.3m high x 6.2m wide

Totem sizes 3m high x 1m wide x .3m deep

Proposals

The proposals are for illuminated and non illuminated building mounted signs, and externally illuminated “Totems” external to the site fencing

South elevation



Non illuminated building mounted sign

This sign is located on a largely internal facing elevation and is intended to highlight the location of building access. Disabled and EV parking spaces are also located in this area.

South East Elevation



Illuminated sign mounted on building. Main wayfinding for HGV and visitor access

Totem mounted to side of gateway indicating use of this access and directing staff to second site entrance

North Elevation



Non illuminated building mounted sign visible from Northern access to enterprise park



Totem mounted at point where PrepWorld North access meets estate road. Indicates staff access to the right, HGV and visitors left.



Totem

Aluminium box construction with applied logo/lettering. Splash plinth at base. Totems set in grass area immediately outside site fencing and illuminated from below with small LED fitting.