

Unit 2
11 Bessemer Road
Welwyn Garden City
AL7 1GF

Design Access Statement:

Bessemer Park is a prominent 7.34 acre site that is located close to Welwyn Garden City town centre which has recently been constructed and is now open for use. The site because of its location has good access to the A1(M), M1 and M25 and Greater London.

Two new warehouse units have been constructed on the former Argos Direct Distribution Depot site at No 1 Bessemer Road, Welwyn Garden City AL7 1GF. These form part of the new Bessemer Park development.

Unit 2, the subject site is a B1(c), B2 / B8 flexible unit, with ancillary office accommodation, storage, car parking, service yard area and independent access. This unit is completed and now occupied giving a building total of 25'300 sq ft GIA. There is ample staff car parking and amenity space on the site.

The client:

Kane International Ltd design and manufactures portable test and measurement equipment in the UK and shall use the warehouse to manufacture and distribute their product.

The client wishes to install two illuminated small signs to be added to the east and west elevations towards the rear of the warehouse of unit 2 at the Bridge Road end

The signs will be of their Company logo and be positioned at high level on the side warehouse elevations.

Proposed Signage.

There will be two proposed illuminated signs, both identical and fixed in similar positions to the East side and West side elevations.

The size of each sign will be: 2m (w) x 1.75m (h) x 190mm (d) and will be installed 7.0 M (top of sign) and 5.25M (bottom of sign) above the ground level. The signs will be inset and fitted 1.0M from the building edge.

The signs shall be internally backlit, with the black of the logo to be 'stop lit' and the white and green illuminated from the rear.

The Illuminance levels used will be - 220cd/m², with the illumination to be static not intermittent.

The light illuminance shall be a soft defused light due to the backlit design and the sign material that the logo is printed on.

The logo is printed on a PVC Solvent print LED Cure.

There is a timer on both signs where the client can set operation to an agreed on/off time.

The signs when fitted will not directly face Bridge Road and in addition shall be partially screened by trees on the periphery of Bridge Road. The train lines run parallel with these warehouse units with unit one being the closer unit to the railway lines and predominately screens unit 2 although the small sign to the east side of unit 2, will be visible from passing trains but at a distance of 85.0M will not cause a distraction to the train line operators.

There will be “No Glare” from the signs that may possibly distract the road or rail transport users in the vicinity.

Proposed Signage Design.

The sign will be a Springflex 190 design, a back-lit illuminated full face display exterior sign, to be installed at high level to the east and west elevations, rear of warehouse (Bridge Road end).

The PVC Solvent print will ensure a smooth wrinkle free panel for the logo display. (See Below)

springflex 190:



- Springflex 190
- 190mm Profile Depth
- LED Illuminated
- Springflex VEF lid system

Springflex 190 aluminium frame structure. See details below.

The Springflex Substrate Tensioning System is a revolution in the fitting and maintenance of flexible faced signage. Its unique, hooking system is simplicity in itself. The patented "Springflex" system provides fast, accurate and instant tensioning of the sign face, without any mechanical adjustment.

Supplied Information:

The supplied information is drawing based with documents that record the existing plans and elevations and the proposed plans and elevations. As follows

Signage Plan	Location of the signs to east and west elevations rear of the warehouse.
Sign Location Plan	Site location plan of sign positions
Kane sign	Proposed logo sign drawing in detail with dimensions
Product:	SPRINGFLEX 190 Info Sheet
Lighting:	Tridonic Talex Led control gear data.
Lighting:	Tridonic Talex Led signage data.

Conclusion:

The works will be carried out that on completion, the new installed signs located to the east and west elevations to the rear of the warehouse (albeit smaller in size), will blend in and match the existing already installed signs located at the front and rear warehouse elevations and shall be in keeping with other installed signage that is displayed on surrounding warehouse buildings adjacent to this site.