

Planning Statement - Branding and Wayfinding Signage

Introduction

The application for advertisement consent relates to Units 1 & 2 of the Velocity development on Stanbridge Road.

1. The large scale of the warehouse building (East & West Elevations are 95.5m wide and 13.25m high each) means that the proportional external signage requires express consent due to its size and height above ground.
2. The East elevation has 1 halo illuminated logo sign and 3 non-illuminated wayfinding fascia signs.
3. The level of illumination is considered appropriate for the application and will not cause any safety concerns.
4. The West elevation has 1 non-illuminated logo fascia sign
5. There are 3 non-illuminated wayfinding totem signs placed strategically around the hard-landscaping areas directing pedestrian and vehicle traffic to the various buildings, entrances, parking areas and loading bays.
6. There are 5 flagstaff's located in the soft landscaping near the corner of unit 1 parking area. 2 of the flags have the company logo displayed while the remaining 3 flags are plain.
7. From an operational viewpoint, the proposed signage is essential to identify the units within the development and provide wayfinding services to visitors who may be unfamiliar with the site.
8. The proposed signage is in line with the guidance given in "Outdoor advertisements and signs: a guide for advertisers"