Design Statement for a proposed totem sign at: KFC Restaurant, Coventry Road, Hinckley.

1.0 Site description.
The site is situated to the north of Coventry Road, Hinckley and to the west of the Ashby de la Zouch canal

The applicant (SME Group PLC) is also the franchisee for the property.

The overall site area is 0.27ha

2.0 Proposals
The development of the site for a KFC drive thru restaurant was granted permission in November 2010, the general site and building signs were granted approval in April 2011. This proposal is for the totem/pylon sign that was included and located on the approved plans, but requires approval for the installation of an advertisement sign.

3.0 Appearance
The sign is in the form of a “blade” similar to the image below (please note the actual sign proposed is smaller than that shown).



It will positioned at “right angles” to Coventry road to present a narrow image to the immediate front elevation but can easily be read by those approaching the site along the main road.

Illumination for the sign will be provided by T8 internally mounted fluorescents the level of illumination will be 300 candelas per M^2. Lighting would only be provided to the lettering, arrows and logo, therefore as the light emission is restricted and it is relatively low the lux levels which are measured by the amount of light falling on a surface will be minimal and will obviously diminish the further you are away from the sign.

4.0 Background

Following the initial submission of the site signage the planning officer advised that the original proposal for the totem sign should be withdrawn, as it was not acceptable.

Various approaches have been made to the Planning Department to determine a suitable solution for the proposal, and it has been suggested that the planners would consider a totem sign that incorporates all the occupiers of Tungsten Park. After very careful consideration however it is felt that with the number of units existing and proposed for the Tungsten site, individual company names would be lost and one of the main purposes required of the sign would be ineffectual.

Initially the sign was incorporated into the planning documents for the site, as this is part of a standard KFC Drive Thru development, in the case of Tungsten Park however it was felt particularly necessary as the building sits lower than Coventry Road and behind an embankment. The business partly relies upon passing trade and it is therefore essential for its success to make passers by aware not only of its existence but also the route to access the drive thru.

Those Road users approaching from the Nuneaton direction of Coventry Road will recognise the building and probably easily determine the point of access, but those coming from Hinckley will not have the same luxury and without signage with directional arrows they may find themselves in a position where they will suddenly have to change lanes as they approach the traffic lights at the junction of Maple Drive. It is therefore felt essential to give those motorists who wish to use the facility as much warning as possible.



View from Hinckley approach, note trees obscuring KFC site on right hand side of road

To help make the signage acceptable the height of the standard corporate totem sign has been reduced considerably to 4.250 metres and the overall width proportionality reduced. The proposed height will therefore match the highest point of the building when seen from Coventry Road and not tower above.

For further information there are establishments on the opposite bank of the canal that have the benefit of this type of signage and these are in a much more open environment.



View looking towards Hinckley approach on Eastern side of canal

Also unlike the situation here the KFC site is not overlooked by residential properties.

5.0 Summary

In conclusion it is felt that the proposal is a sympathetic approach to the problem of attracting trade but more essentially solves a potential traffic hazard without detracting from the immediate environment.