

NYMNPDA  
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**DESIGN & ACCESS**  
**STATEMENT**

**Replacement Signage at:**

**Rosedale Field Centre  
Daleside Road  
Rosedale Abbey  
YO18 8RG**

**Prepared for: Rosedale Field Centre Ltd**

**Ref: 1201N DAS**

Janaury 2011

## General

The proposal is for the replacement signage on The Rosedale Field Centre, Daleside Road, Rosedale Abbey. YO18 8RG.

The building is not within a conservation area and there is no special designation to any of the buildings on the site.

The proposed facility will provide better signage for an existing field centre, which has recently undergone renovations.

It is also anticipated that the proposed signage will allow a visitors, who are trying to locate the building, to see the sign, as there are few streetlights in the area.

The design process has included an assessment of the site's full context, including its physical characteristics and also the relevant planning policies. The conclusions within this statement take into account these factors together with pre-planning discussions with Hilary Saunders.

The resulting design has evolved following assessment of all relevant factors, which have all been considered prior to reaching the final agreement to the latest proposal, which is now considered suitable for this location.

## Section 1 - Use

The existing use of the site is a Field Centre, which provides facilities for pupils and the community generally.

## Section 2 - Scale and Amount

The proposal is to site a new sign, to replace the existing sign. It is considered that the proposed signage will improve and enhance the facilities. The current sign is smaller and is not easily seen however, the new signage will allow visibility for all approaching and it is designed to fit in with the style of the newly refurbished facilities.

## Section 3 - Layout

The existing site and buildings have been studied in detail and recorded on the 'as existing' plans. It is considered that the proposed signage does not impact harmfully on the character of the area.

## Section 4 - Appearance

The design of the signage takes into account the space available and the company logo. The new logo, which was designed by a pupil from the school as part of his 'A' Level studies, is considered to have the correct choice of materials, colours and textures. The Green lettering was chosen to match with the fields and surrounding area whilst the orange lettering matches with the roofs of nearby properties. This proposal will compliment and not be detrimental to the surrounding area.

## Section 5 - Access

Existing pedestrian access to the site will not be affected by this development.

## Section 6 - Landscaping

There is no scope for landscaping