

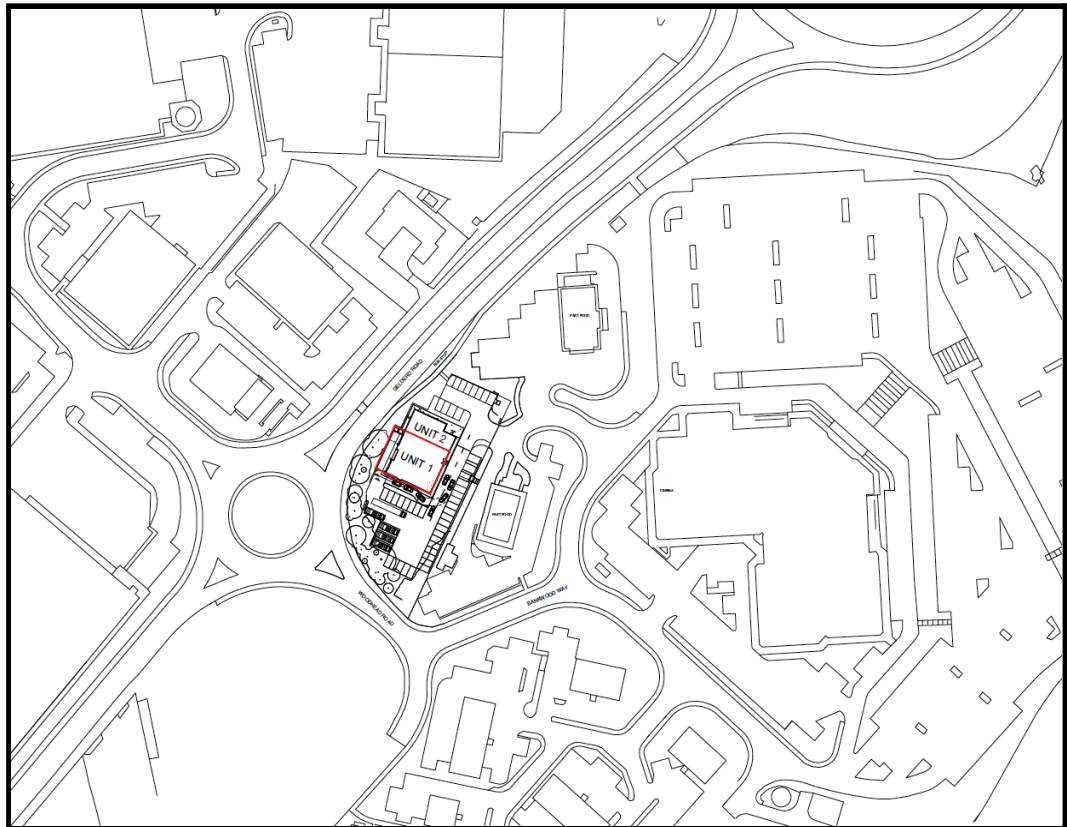
DESIGN & ACCESS STATEMENT

KRISPY KREME
Centre 27 Business Park
Bankwood Way
Birstall
WF17 9TB

This statement supports the application for Planning permission for the replacement of the existing brand totem sign and consent to display advertisement(s) for 1no. Brand totem with 3no. Totem signs at the above address.

1.0 Location

- a) The unit is located within the Centre 27 Business Park on the corner of Gelderd Road and Woodhead Road in the Birstall area of Leeds.
- a) The unit sits next to Starbucks and opposite Mc Donald's within the same Business Park.
- b) There are close links to the M62 and the M621 and public transport including bus stops, local and national railway stations and Leeds Bradford International Airport.



1.1 - Site Map - Supplied by Centre 27 Business Park
Red outline - Krispy Kreme, Centre 27 Business Park

2.0 Background

- a) The unit is in the Centre 27 Business Park - a complex of units designed for retail use. Krispy Kreme have held the lease for the unit since 2011, with their drive thru store serving doughnuts and hot and cold drinks.
- b) The unit comprises 435 sq m of retail space with customer circulation to the front of the store, a production facility and drive thru operations to the middle and a back of house area with facilities to the rear and first floor level. They are proposing to remove the existing brand totem sign and replace it with a new brand totem sign.
- c) The existing brand totem sign, installed in 2011, is tired and holds out of date brand signage.



2.1 - Existing brand totem sign (Google Maps)

- d) The area has many existing examples of brand totem signage.



2.2 - Starbucks totem sign (Google Maps)



2.3 - McDonald's totem sign (Google Maps)



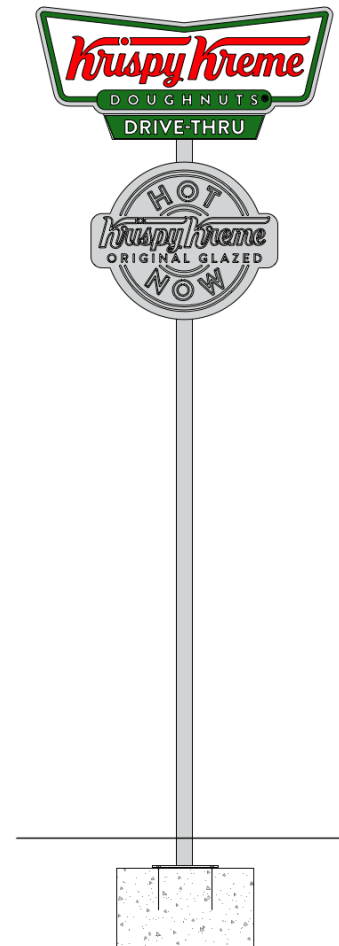
2.4 - Frankie & Benny's & Bella Italia totem signs (Google Maps)

3.0 Design Issues

- a) There are no major design issues relating to the replacement of the existing brand totem sign other than the need to update.

4.0 Design Proposal

- a) Internally illuminated signage will be fixed to the new totem post at high level.
- b) The double sided Brand sign is constructed from opal acrylic front face, green acrylic bow-tie and red and white acrylic letters with grey powder-coated aluminium sign carcass. The sign will be internally illuminated.
- c) The double sided 'drive-thru' sign is constructed from green acrylic front face and opal acrylic letters with grey powder-coated aluminium sign carcass and bracket. The sign will be internally illuminated.
- d) The double sided 'Hot Now' sign is constructed from grey powder-coated aluminium front face, clear acrylic pushed through letters and grey powder-coated aluminium sign carcass. The sign will be internally illuminated by red and white LEDs and switched to allow the sign to alternate between the sign letters and graphics illuminating red and all but the 'Hot Now' letters illuminating white.
- e) All totem signs will be fixed back to the new totem post with concealed fixings and electrical cabling.
- f) The totem post is constructed from aluminium box section powder-coated grey. The post will be securely bolted to the existing concrete foundation base below the soft landscaping.



4.1 - Proposed brand totem sign

See drawings 689.PL.02.1-04.2 for reference.

5.0 Sustainability

- a) The materials used during the construction of the new brand totem sign has been kept to a minimum and can be recycled at the end of their life.

6.0 Access / DDA

- a) There are no proposed changes to access with existing entrance doors and fire escape routes maintained.

7.0 Summary

- a) Given that Centre 27 Business Park is a retail park and has many examples of brand totem signs alongside the existing consent we are hopeful the council is minded to approve this application.