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Application for Advertising Consent
and Change of Use
for Unit 7 Horton Industrial Park
197 Horton Road
West Drayton UB7 8JD

Design & Access Statement

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1. Introduction

Tesla Motors was founded in 2003 in Silicon Valley, USA and is now the leading manufacturer of all-electric cars.

With more than 200,000 vehicles already on the road worldwide, Tesla are continuing to expand their network of Showrooms, Service Centres and Charging Stations in the UK.

Tesla are currently operating a Service Centre in Horton Industrial Park Unit 1 adjacent to Units 2 and 7, West Drayton (Fig.1) and would like to utilise Unit 7 for delivering of electric vehicles with ancillary offices and to install wayfinding signage to better direct customers into the site.



1. Satellite image indicating site location

2. Existing Conditions

The site is located within the Industrial Park which consists of a modern industrial / business park comprising 5 detached and 2 semi-detached units of bricks and block construction with full brick and glazed elevations to a steel frame under pitched roofs. Unit 7 is a detached building comprised of two parts, a double height trussed open span warehouse/storage area to the South side and a smaller office/ancillary area to the North side fronting Horton Road of 2 floors.



2. Existing building as viewed from outside.

3. Change of Use

The current use class of the site is understood to be B1 Business. In order to accommodate the delivering of electric cars, a Change of Use to B2 General Industry is required.

4. Signage Proposals

The proposed wayfinding sign is in line with Tesla's international brand standards:

1_The internally-illuminated "Tesla" wordmark sign 452H x 3470W x 77D will emit diffuse light through the white acrylic lettering and the brightness/illuminance levels emitted will be no greater than 600Cd/m². It will be fixed to the existing brick chamfered.

2_Non-illuminated freestanding wayfinding sign 915H x 610W x 50D composed of aluminium backboard painted in automotive white (road-facing side). Red and grey vinyl lettering. Maximum letter height is 3,8 cm. Brand logo height is 8,2 cm.

3_Non-illuminated "Delivery" blade sign 915W x 460H x 75D, composed of aluminium panels painted neon red and chantilly lace. Acrylic letters to be painted brushed aluminium, maximum height of letters is 78mm. The signage is fixed to the existing brick façade at approx. 2.65m from ground.

5. Access Considerations

Tesla Motors are committed to ensuring that there is inclusive access as far as possible to all their Stores & Service Centres for customers and staff of all abilities.

Existing level entry to the facility will be maintained. The layout is designed to provide adequate space between the freestanding furniture and shop fittings to allow unrestricted wheelchair access. A DDA-compliant WC is included for customer use.

Disabled persons are treated as any other customer and receive personal service, advice and assistance in accessing Tesla products and services. Additional help is always readily available to any customer when required.

6. Contact

Wayne Taylor
Hyphen
Tel: 020 7940 3170
Mob: 07775 518 574
Email: wtaylor@hyphen.archi

Document Status:
Issued: 19th February 2018
Revision: -
Author: Y Tanaka
Checked by: W Taylor