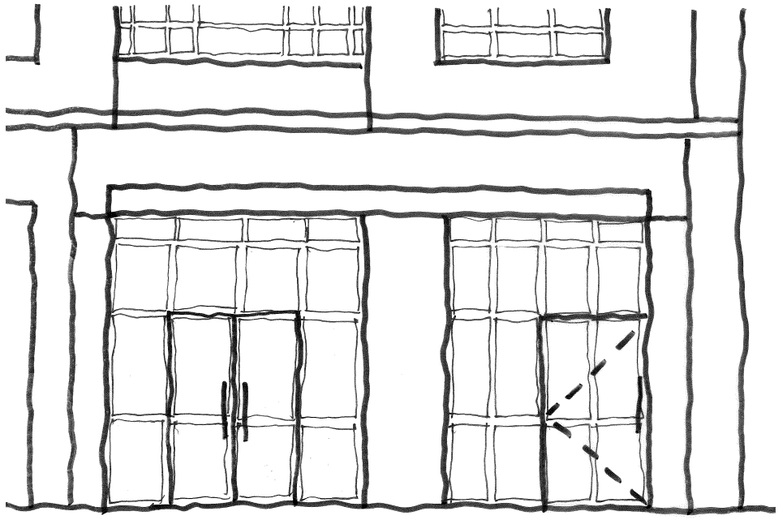
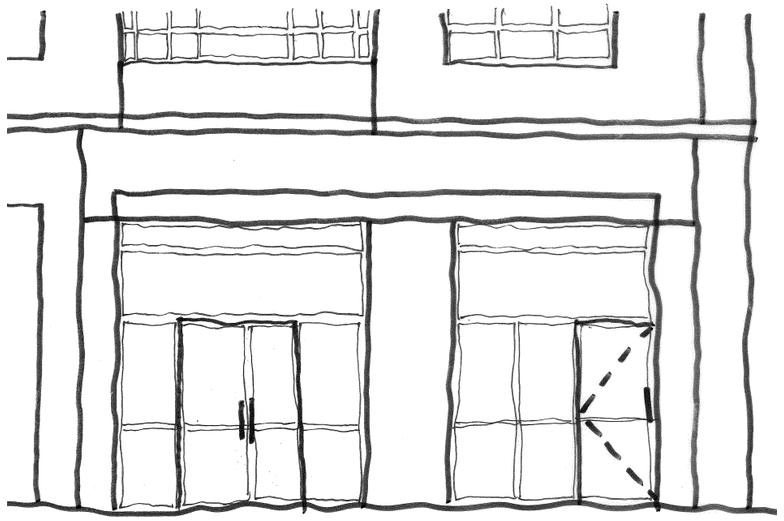
8. Facade Design Study



Option 01
Vertical Bays Combined



Option 02
Horizontal as Primary

Option 03
Vertical realignment to reflect fenestration above

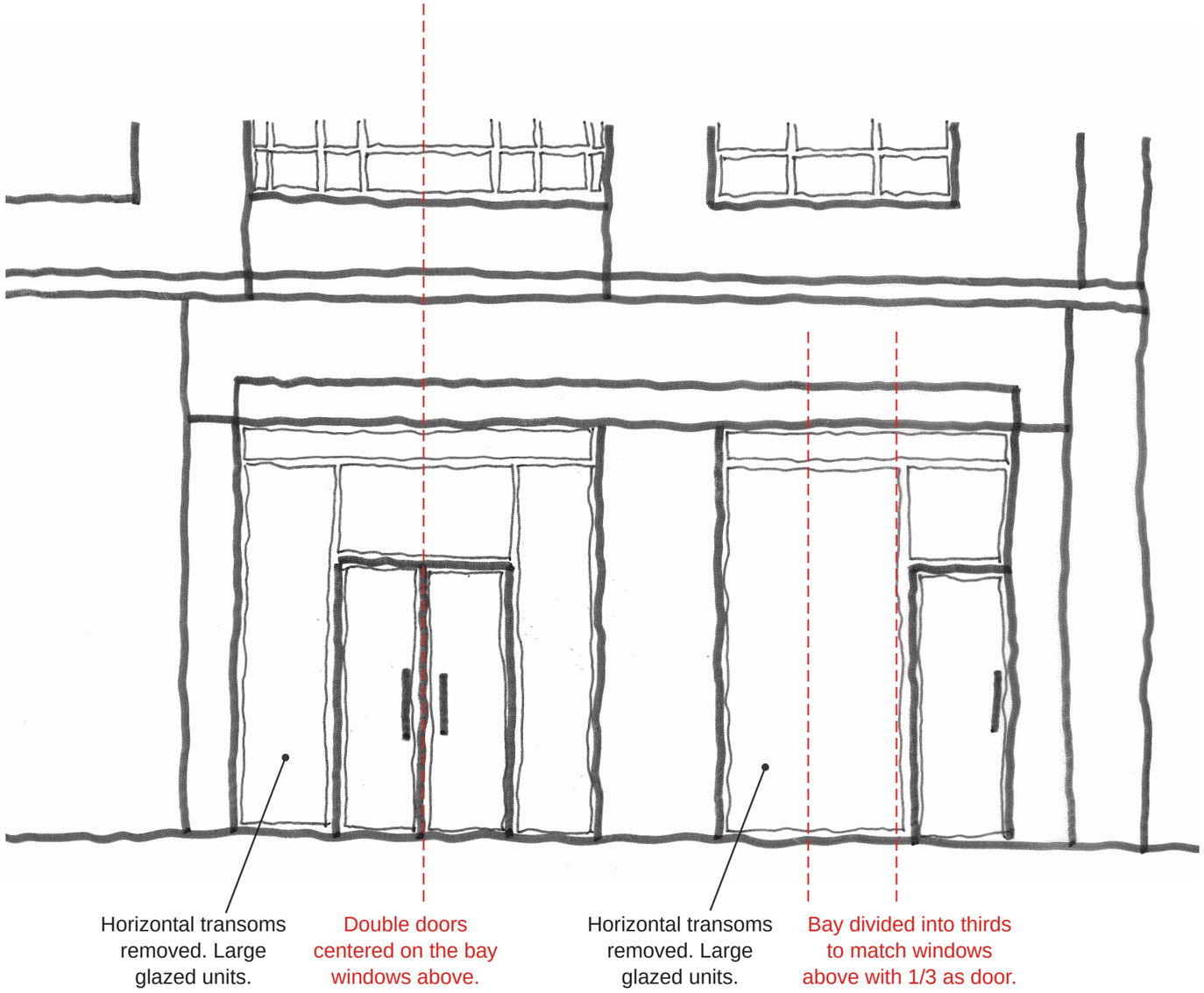
9. Formal Planner’s Feedback

“The proposal for a new entrance to the building along Torrington Place, including the replacement canopy and lighting, is acceptable in principle. The lighting should be soft with low levels of luminance so as not to cause undue light pollution and to prevent harm to the conservation area. Illumination levels should be in accordance with the guidance set out by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements. Regarding the design of the entrance doors and surrounds, the Council encourages the design to be informed by the historic design which included sizeable sheets of glazing within vertical mullions. We therefore encourage the use of horizontal transoms to be kept to a minimum. Using colours and finishes that match those found on the Alfred Mews façade are welcomed and this would provide consistency across the site.”

10. Proposed Design

10.1 Updated Elevation Sketch

"...Regarding the design of the entrance doors and surrounds, the Council encourages the design to be informed by the historic design which included sizeable sheets of glazing within vertical mullions. We therefore encourage the use of horizontal transoms to be kept to a minimum. Using colours and finishes that match those found on the Alfred Mews façade are welcomed and this would provide consistency across the site."



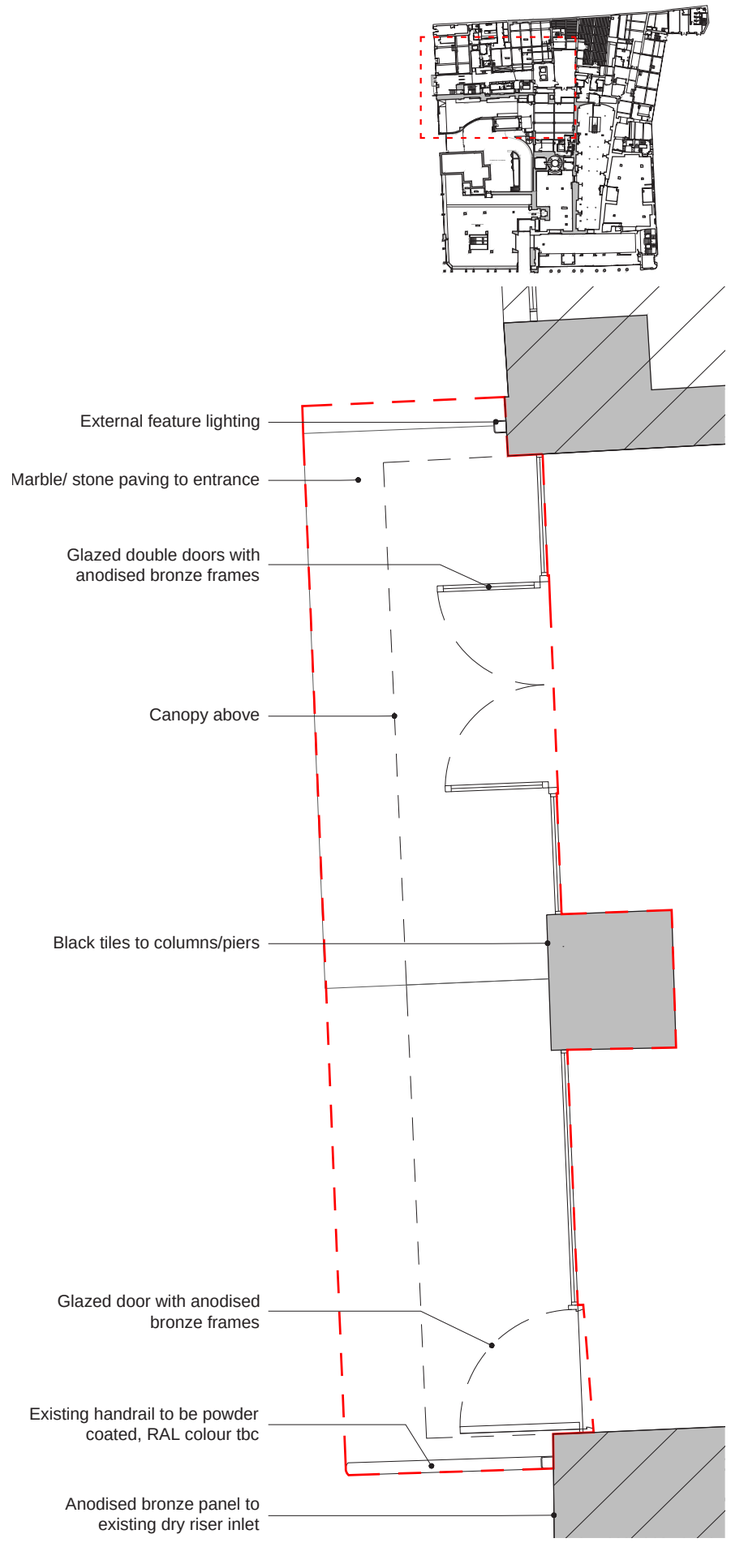
10. Proposed Design

10.2 Proposed Plan

The proposed entrance design is maintained within the existing structural opening in order to minimise impact on the existing building.

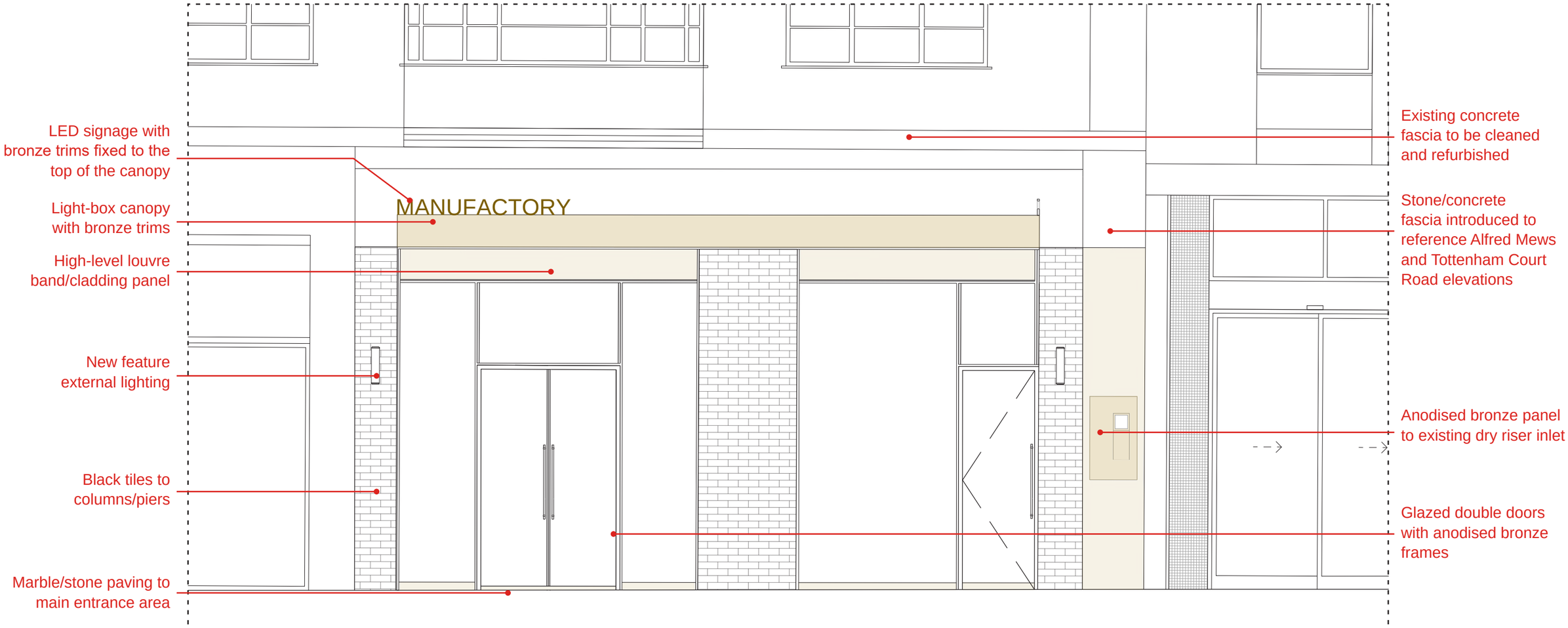
Full-height glazed doors with bronze effect framing allow for a level of openness and transparency to the facade and provides a high-quality design which references the previously consented facade design on Alfred Mews. This design is more compatible with the 1930s character of the building.

The black tiled columns help to bring the entrance to ground and break up the ground floor facade. A lightbox canopy provides the sense of an entrance portal whilst providing opportunity for signage.



10. Proposed Design

10.3 Proposed Detailed Elevation



10. Proposed Design

10.4 Proposed Entrance CGI's

10. Proposed Design

10.4 Proposed Entrance CGI's

10. Proposed Design

10.4 Proposed Entrance CGI’s

Daytime Visual

Night Visual

11. External Lighting Information

"...The lighting should be soft with low levels of luminance so as not to cause undue light pollution and to prevent harm to the conservation area. Illumination levels should be in accordance with the guidance set out by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements."

1. LED signage with bronze trims fixed to the top of the canopy



2. Light-box canopy with bronze trims



3. New feature external lighting


Please refer to the accompanying signage drawings for the following information:

- Dimensions of sign
- Height from ground to base of sign
- Maximum projection of sign from building
- Maximum height of any individual letters and symbols
- Sign materiality and colour

11. External Lighting Information

1. LED signage with bronze trims fixed to the top of the canopy

Applelec, built-up, face illuminated letters.

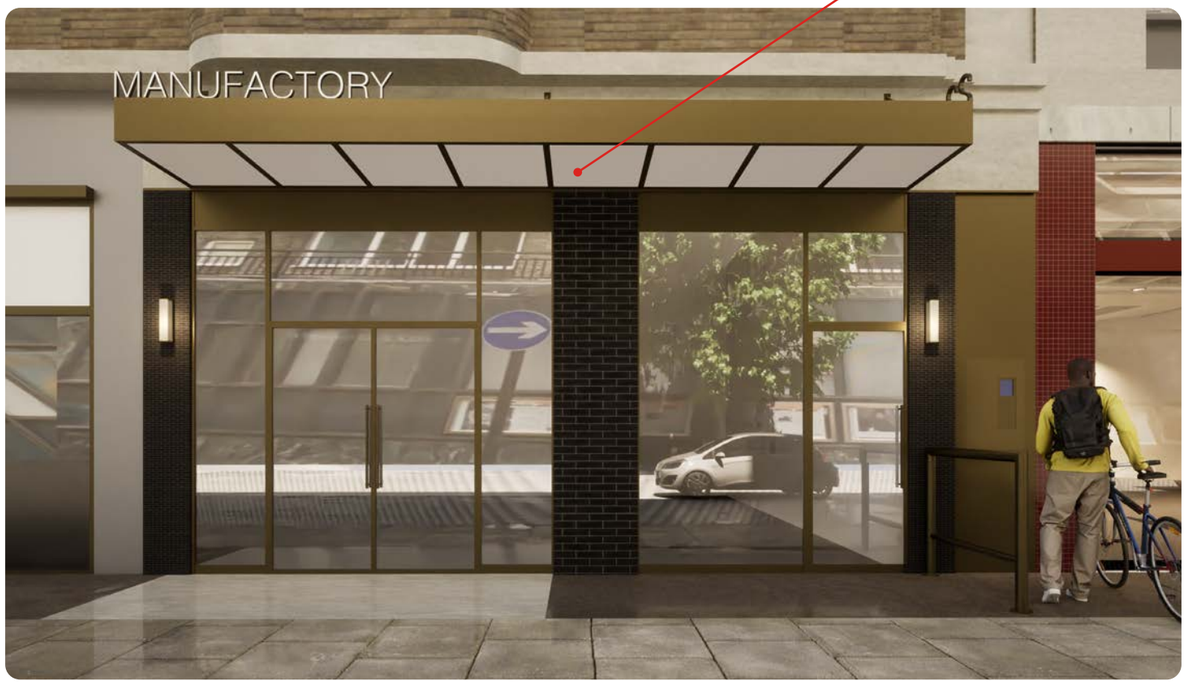
Set of built up, face illuminated letters, ‘MANUFACTORY’, 163mm CAP height, in descaled stainless steel, 50mm returns fixed to 3mm mild steel fret cut, powder coated with mild steel back panel with bottom fold for secure fixing to canopy.

Illumination provided by 3000K SlaoneLED Prism Nano modules, 10 year warranty LEDs to be driven by DALI compatible driver.

LTECH 75w 12v DALI Dimmable PSU for Static White
Dimming via DALI protocol - Size: 293mm x 43mm x 30mm (L x W x H) Indoor rated IP20 - E19
12V DIMMABLE POWER SUPPLY FOR USE WITH 12V LETTERS ONLY
To be linked to central, master lighting system (by others)

Lumen output for letters: 4554

11. External Lighting Information



2. Light-box canopy with bronze trims

Applelec Light Engines panel with opal polycarbonate diffuser

Applelec Light Engines (LEDs prepopulated on a back panel)
SIZE: 1000mm wide x 800mm high
WARRANTY: 10 year product & labour
MATERIAL: 2mm white dibond
DEPTH: Illumination based on a depth of 200mm
LED MODULE: SloanLED Prism24
COLOUR TEMPERATURE: 3000K
LED FIXING METHOD: Tape to rear of module / screw hole fixing VOLTAGE: 24V
POWER CONSUMPTION: 24W
POWER CONSUMPTION: PER MODULE: 0.86W
TOTAL LUMEN OUTPUT: 3726 per section (29,808 for all 8 sections in total)
LUMEN OUTPUT PER MODULE: 138
ORIENTATION: Landscape
WIRING: 3000mm black wire with bare wire ends
WIRE EXIT LOCATION: Bottom right hand corner
WIRE EXIT POSITION: Out of back of panel via rubber grommet for cable protection

LTECH 100w 24v DALI Dimmable PSU for Static White E28
24V DIMMABLE POWER SUPPLY FOR USE WITH 24V LIGHT ENGINES ONLY
To be linked to central, master lighting system (by others)

Opal polycarbonate diffuser
8 individual 5mm, opal polycarbonate diffusers
Size: 1000mm x 798mm

Lumen output for canopy: 29,808

11. External Lighting Information

3. New feature external lighting

Astro, Salerno Dimmable Wall Light x 2

LOCATION: Exterior
LAMP REQUIRED: 2 x Lamp E14 Candle LED 4W 2700K Dimmable per fitting
LUMINOUS OUTPUT (LM): 450 per lamp (900 per fitting)
BEAM ANGLE(‘): 360
LAMP WATTAGE (W): 4
COLOUR TEMPERATURE (K): 2700
CRI: 80
LAMP TYPE: E14/SES
WATTAGE: 2 x 40W
SWITCHED: No
DIMMABLE: Yes
TYPE OF DIMMER: Phase - Leading & Trailing Edge
DRIVER REQUIRED: No
CLASS: CE (Class I - Earthed)
POWER CONNECTION TYPE: Wired In
IP RATING: IP44
INSTALLATION ORIENTATION: Wall Mount - Vertical

DIMENSIONS (MM): H:350 W:80 D:80
MAIN MATERIAL: Metal - Mild Steel
FINISH: Texture Black
SHADE/DIFFUSER MATERIAL: Glass
SHADE/DIFFUSER FINISH: White (Screen Printed)

12. Summary

Brief Summary

In summary this scheme looks to enhance the existing building and user experience through the use of proportion and materiality that are complimentary to it’s original 1930 character.

The proposed entrance will sensitively bring the Torrington Place in line with that of Alfred Mews, consolidating the approach, maintaining uniformity of brand when entering the building.

WHITE
RED
ARCHITECTS