



ALFRED MEWS ELEVATION PROPOSALS

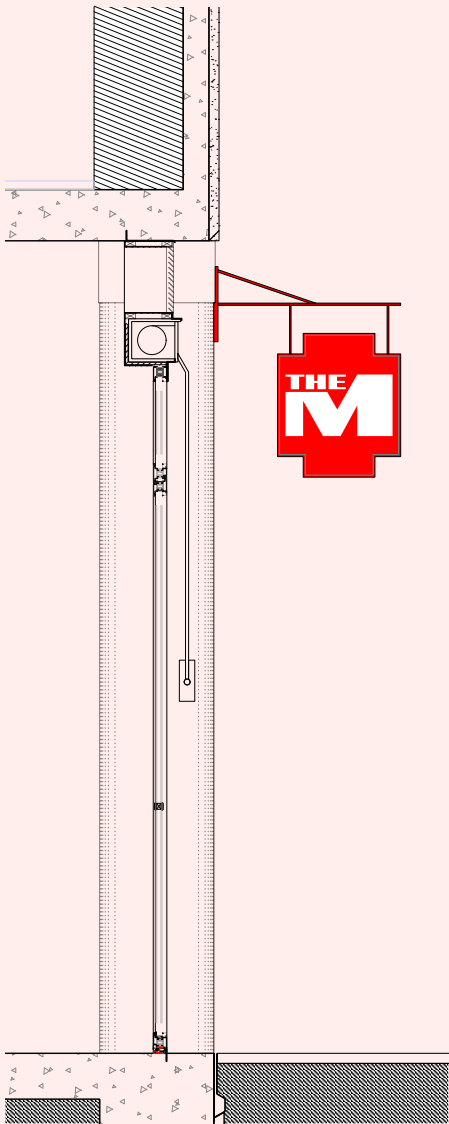
6.05 **Hanging Signs**

Two hanging signs are proposed. These would be located above the existing lighting on the columns either side of the main entrance. These would reference similar historic Heal's signage (see below).

The signage would be fabricated from metal and be predominantly red (Brigh Red : RAL 3028) to reflect the existing 'Manufactory' branding which would be in white text. The signs would not be illuminated. See drawings for signage dimensions.



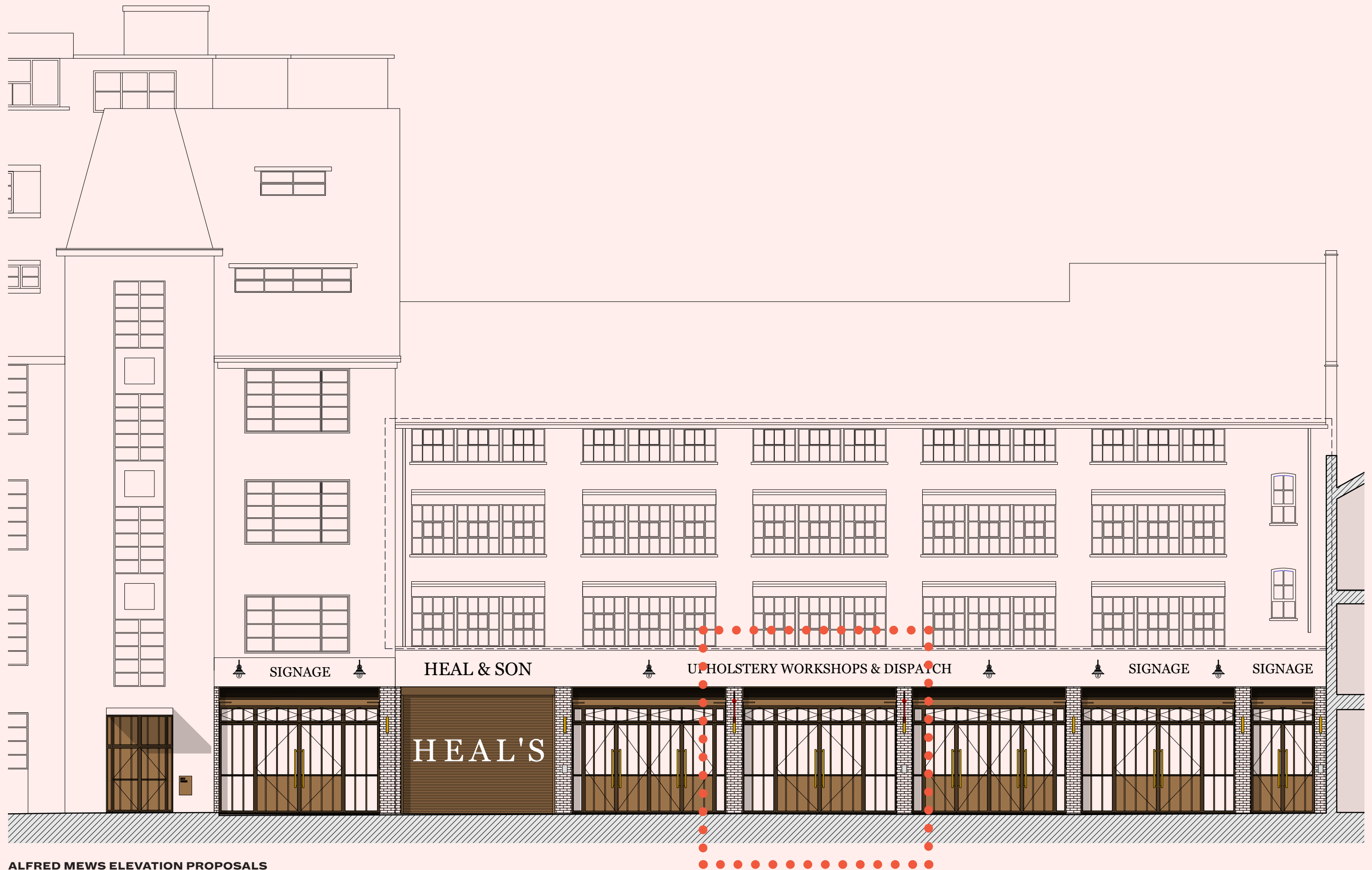
HISTORICAL PRECEDENT



PROPOSED DETAIL SECTION



PROPOSED DETAIL ELEVATION



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6.06      **Painted Roller Shutter Signage**

The existing roller shutter will be painted with the word 'HEAL'S' in a font to match the existing signage.

The background colour of the roller shutter will remain as the antique brass colour to match other elements. The 'HEAL'S' lettering will be painted in a white colour (RAL 9010). See drawings for signage dimensions.



ARTIST'S IMPRESSION



PROPOSED DETAIL ELEVATION



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6.07 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.”

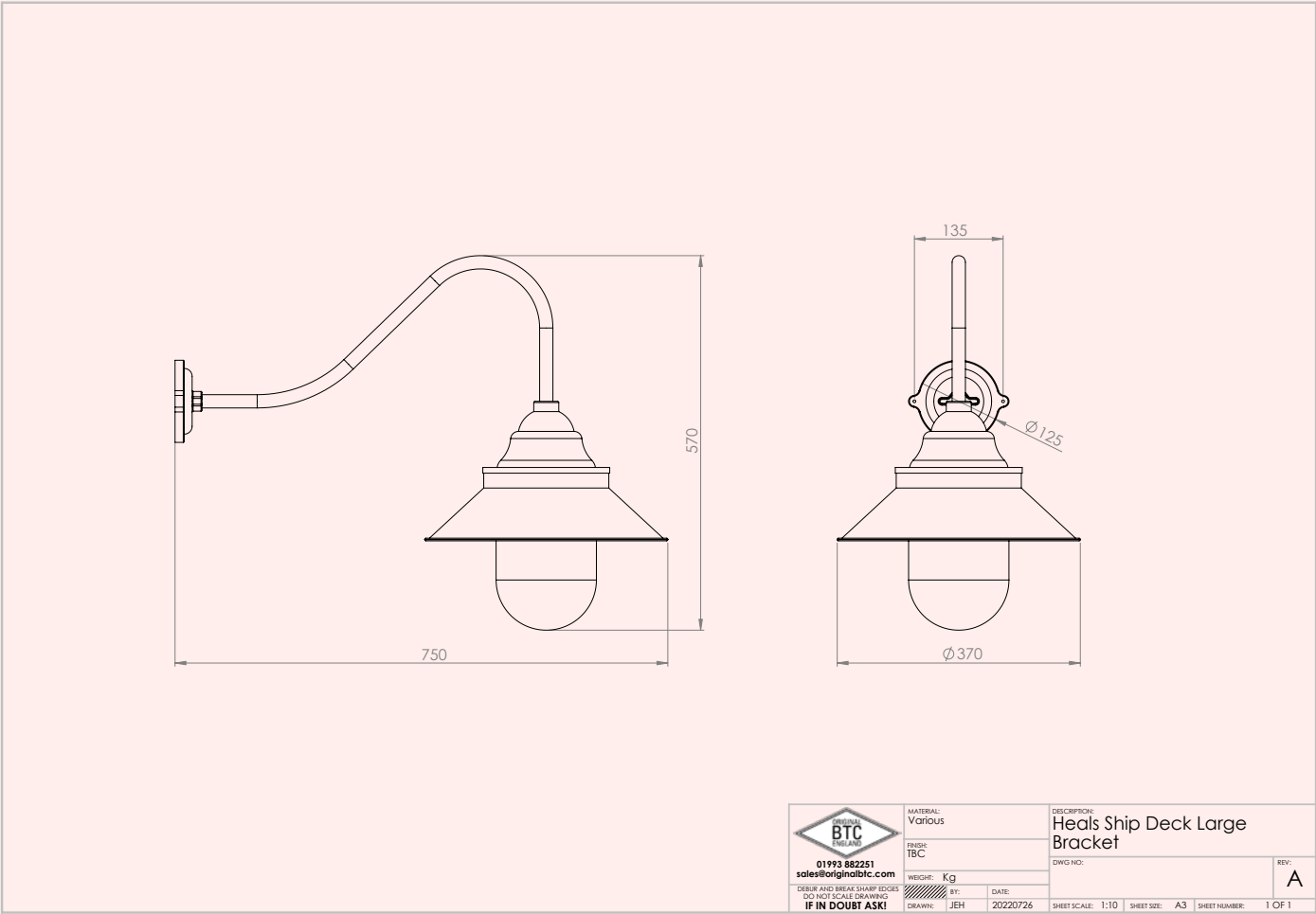
The proposed signage is not illuminated.

The additional lighting is in the form of 6no. swan-neck lights which are designed to have a decorative effect in order that the lighting levels remain soft, with low levels of luminance.

The fittings have a maximum wattage of 100W and contain a single lamp. The lamp will be a 12-13W E27 LED fitting (100W equivalent) with a colour temperature of 2700K and a maximum luminance of 1055 lm.

The fittings have an opal glass cover which will diffuse the light emitted.

The shades on the fittings will ensure that the majority of the light is shone downwards to avoid any undue light pollution.





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BUCKLEY GRAY YEOMAN



# Summary

7.00



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# Overview

7.01

## Summary

The proposals have been developed to provide a clearer approach to the building and setting a hierarchy for the various entrances to the building, giving increased priority to the new workplace entrance within the street scene. They bring further animation to the mews whilst remaining sensitive to their setting.

The new additions have been designed to be sympathetic to the history of the building, the existing finishes and the proposed uses. New light fittings have been chosen to keep the additional light levels to a minimum.



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