24 Endell Street

Signage proposal
Design and Access Statement

02.04.2024

Buckley Gray Yeoman

Contents

Introduction p. 3
The Tenant p. 4
The Team p. 8
Site Location and Context p. 10
Planning Policy p. 13
Approved scheme summary p. 14
Proposals including
- Visuals p. 17
- Size of signage (clear dimensions of sign, lettering) p. 18
- Material, colour & detail on illumination ITEM 1 p. 19
- Material, colour & detail on illumination ITEM 2 p. 20

Drawing register p. 22

Introduction

A detailed proposal for External Signage for 24 Endell Street has been developed:

The construction of the project is currently in the final stages due to the approval and implementation of planning permission 2021/5347/P.

Patrizia was granted permission to change the use of the space to offices in order to relocate its headquarters. Offices are scheduled for opening in May 2024, and our proposed signage requires approval.

Although a proposed location for signage to be installed on the building, was granted, it was understood that separate advertisement consents would be obtained for final approval, our detailed proposal is what we are introducing in the next pages of this document.

We have undergone the pre-planning application process and we are now proceeding to present a design that is in line with provided guidance and compliant with current restrictions in terms of size and light intensity. Feedback from our pre-planning application has been implemented within this final proposal.

The Tenant

Section on Patrizia

A new home for the Patrizians

https://www.patrizia.ag/en/

Introduction to client:

PATRIZIA is a leading Investment Manager and partner for global real assets with over €50 bn in AUM.

Currently the company has over 800 employees at 24 locations on four continents.

Throughout its 38- year existence, PATRIZIA's clear focus has been on creating value through real estate, building communities, and establishing sustainable futures for all. Acting responsibly has always been part of PATRIZIA's business approach.

We are aware that real assets are one of the largest contributors to worldwide energy consumption and CO2 emissions driving climate change. Sustainability is therefore central to our business. Our social responsibility is further consolidated by the Patrizia Foundation which for more than 22 years has been helping children achieve a better, healthier life with more opportunity.

Disruption is deeply embedded in or DNA, as an independent Investment manager we have always challenged the status quo and seized new opportunities. Digital transformation lies at the heat of PATRIZIA's future strategy to become the leading partner for global real assets.

PATRIZIA's London office is currently located at 166 Sloane Street, London but a lease event occurs in early 2024 and the decision has been made to relocate to 24 Endell Street, London.

To encompass the company's core values PATRIZIA is looking to create a forward looking, proactive work and office environment geared to future challenges. The London office is projected to be one of the key PATRIZIA hubs employing c. 200 plus people.

717
Total seats

6
Floors

6
Terraces

14
Meeting rooms

12
Focus Booths

136
Individual desks

9
Collaborative Spaces

1
Boardroom & support areas

179
Lockers on work floors

1
Multi-function Room / 3 settings

1
Parents Room

1
Contemplation Room

1

1 Cocktail Bar

1 Deli-Bar

3 Tea Points & Pantry

1 Coffee Bar on Arrival

492
Flat-whites a day

88
Bikes in 2 bike stores

9
Showers

1
Gym

68
EOJ lockers

2
Open Art Galleries

134
Art canvases, large screens, framed photos, sculptures and counting...

46
Plant pots

The Team

Professional bodies involved in the project.

BGY

C/5 core five

chapmanbdsp

HOARE LEA H.

HTS STOCKMATCHER

MCM.

MIX WORKPLACE TECHNOLOGY CONSULTANTS

SWECO

TRICON FOODSERVICE CONSULTANTS

Verte sustainability

we make shore

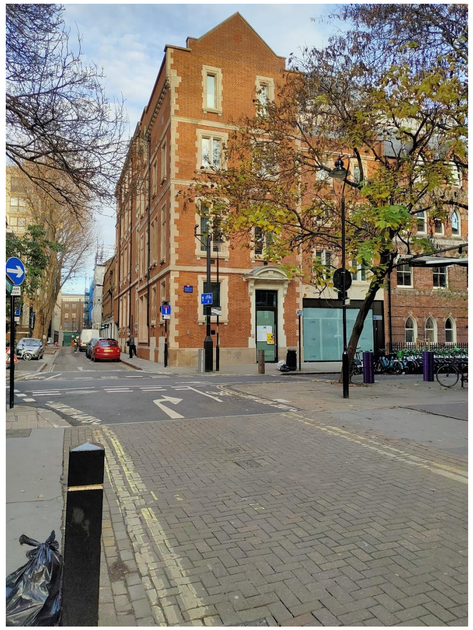
Site Location and Context

Seven Dials Conservation Area

Site Location and Context

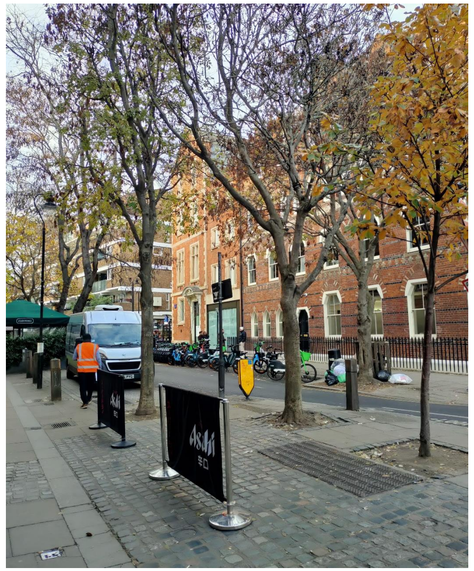
Site lines and current Views

ABOVE – View from Endell Street/Short's Gardens

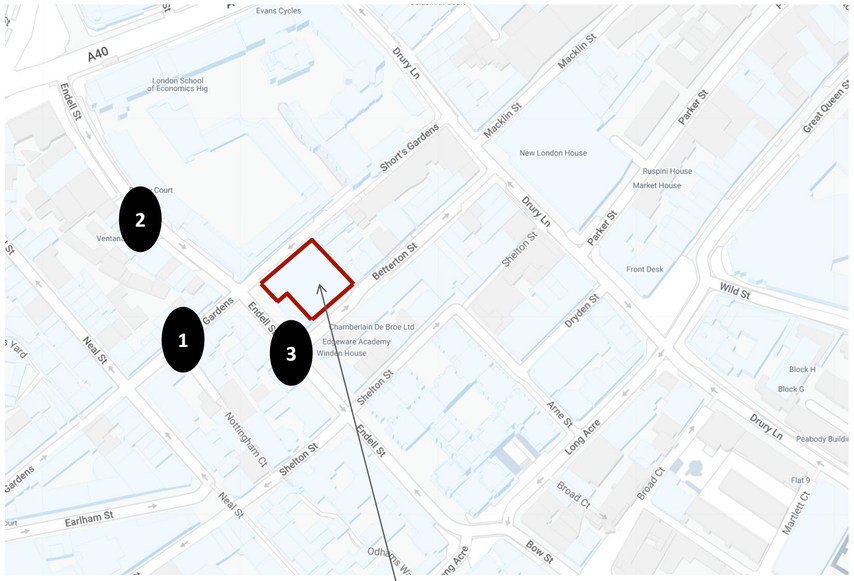


1. ABOVE – View from Short's Gardens/Nottingham Ct

2. BELOW – View from Endell Street/Ventana Court



3. ABOVE – View from Endell Street/Betterton street



24 Endell Street

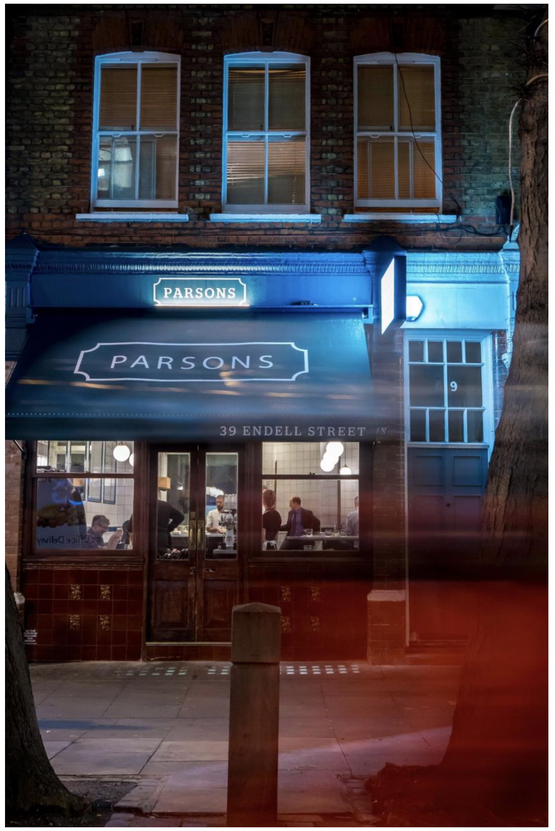
Surroundings

Examples of Lit Signage in the Area

BREWDOG Seven Dials, 42 Shaftesbury Ave, London
WC2H 8HJ

MISS SIXTY (Closed) Covent Garden, 39 Neal St, London
WC2H 9QG

THAI SQUARE Covent Garden, Seven Dials, 166-170 Shaftesbury Ave, London
WC2H 8JB



PARSONS, Seven Dials, 39 Endell St, London WC2H
9BA

Planning Policy

‘The site is located within the Seven Dials Conservation Area, but is not a statutorily listed building. The Seven Dials Conservation Area Statement (1998) identifies the site, which was St Paul’s Hospital as making a positive contribution to the character and appearance of the Conservation Area.

The surrounding area contains a number of historic buildings and designated heritage assets. in the Building is in close proximity to the following assets:
•22 Endell Street – Grade II Listed;
•Brownlow House, 24 Betterton Street – Grade II* Listed

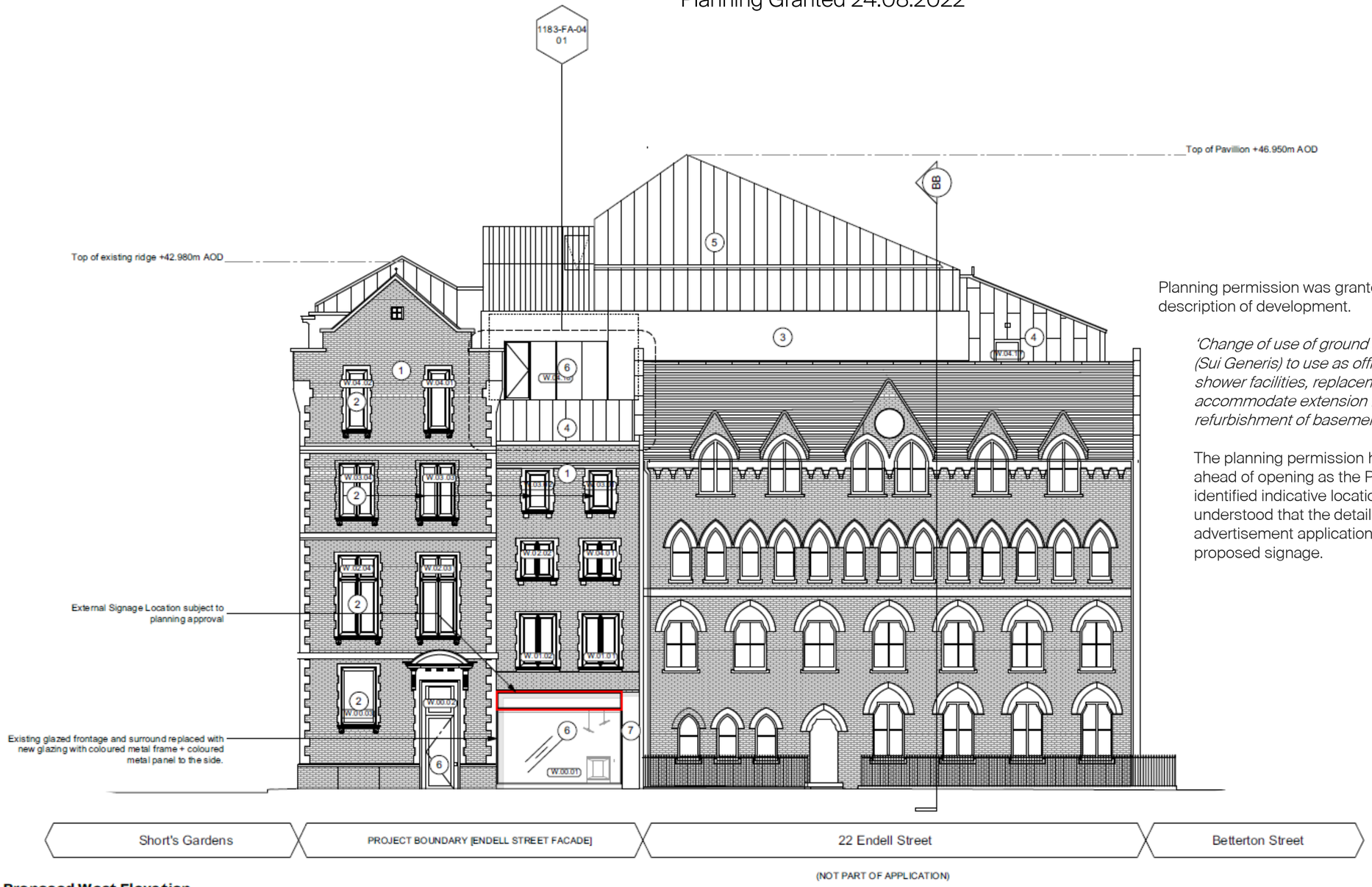
The proposed signage has been developed with regard to the context of the existing building, including its position within the Conservation Area.

Local Plan Policy D4 alongside Camden Planning Guidance document ‘Advertisement’ sets out that advertisement and illuminated signs located within the conservation area should be designed to preserve or enhance the character and appearance of the host building and those surrounding streets. The Seven Dial’s Conservation Area Appraisal recognises the wide variety of design in the immediate area and that the mix of modern and traditional has mostly enhanced the conservation area and that appropriate design for the area can reflect this.’

Approved scheme summary

Previously approved Scheme

Planning Submission 20.10.2021
Planning Granted 24.08.2022



Proposed West Elevation
Scale: 1:100

Planning permission was granted on 24th August 2022 for the following description of development.

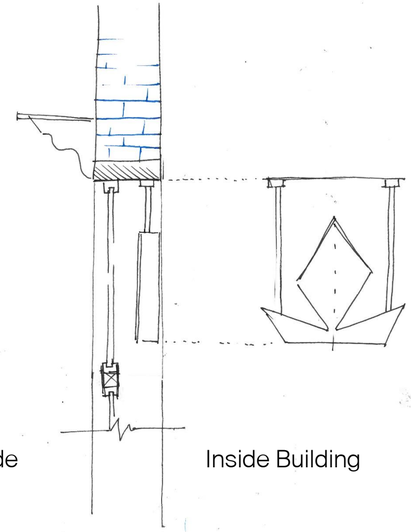
'Change of use of ground and upper floors of the building from members club (Sui Generis) to use as offices (Class E), enlargement of existing cycle & shower facilities, replacement and reconfiguration of rooftop plant, to accommodate extension for additional office space (Class E). Retention and refurbishment of basement to allow for continued studio use (Sui Generis).'

The planning permission has been implemented and is finalising full build out ahead of opening as the Patrizia HQ in May 2025. The approved elevations identified indicative locations for advertisement to be placed, but it was understood that the details of this would come forward under a separate advertisement application. This application provides the detail of that proposed signage.

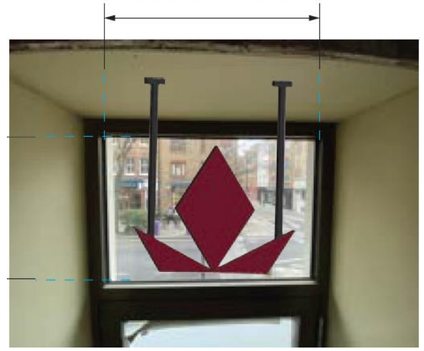
Signage Proposal

Visual

Façade with signage (mock-up)



Internal fixing to door architrave



1

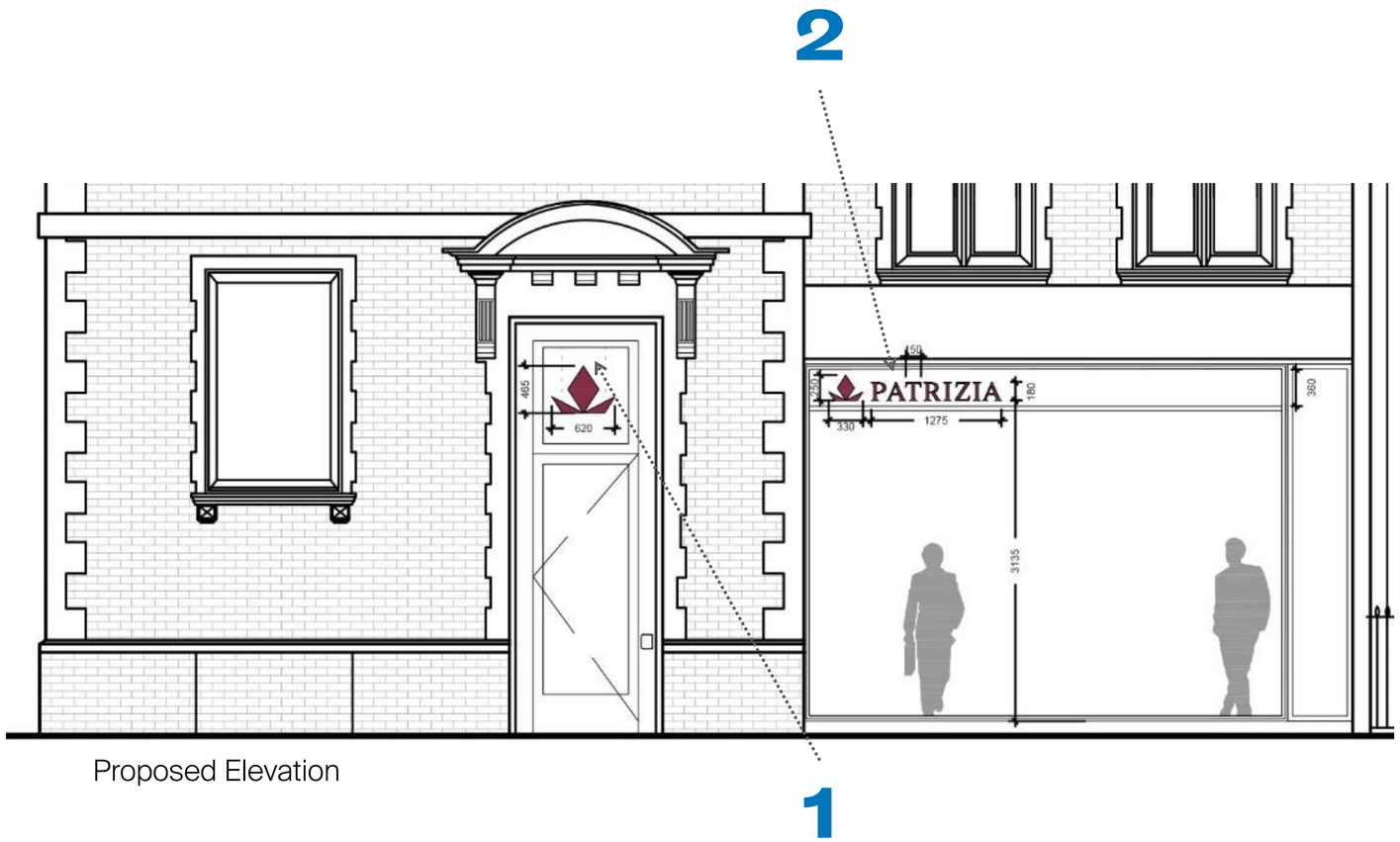
Lit sign inside the Building

2

Example of Acrylic back-lit lettering.

Facade with Signage

Proposed Scheme summary



Proposed Elevation

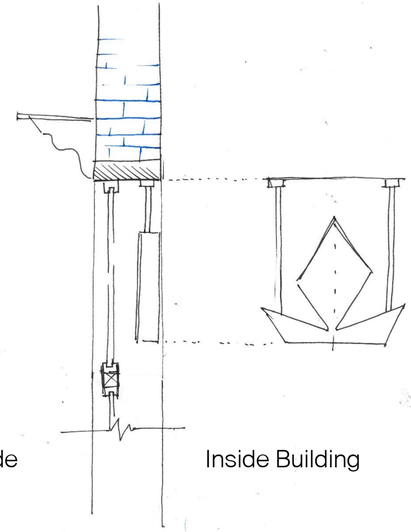
Scheme SUMMARY

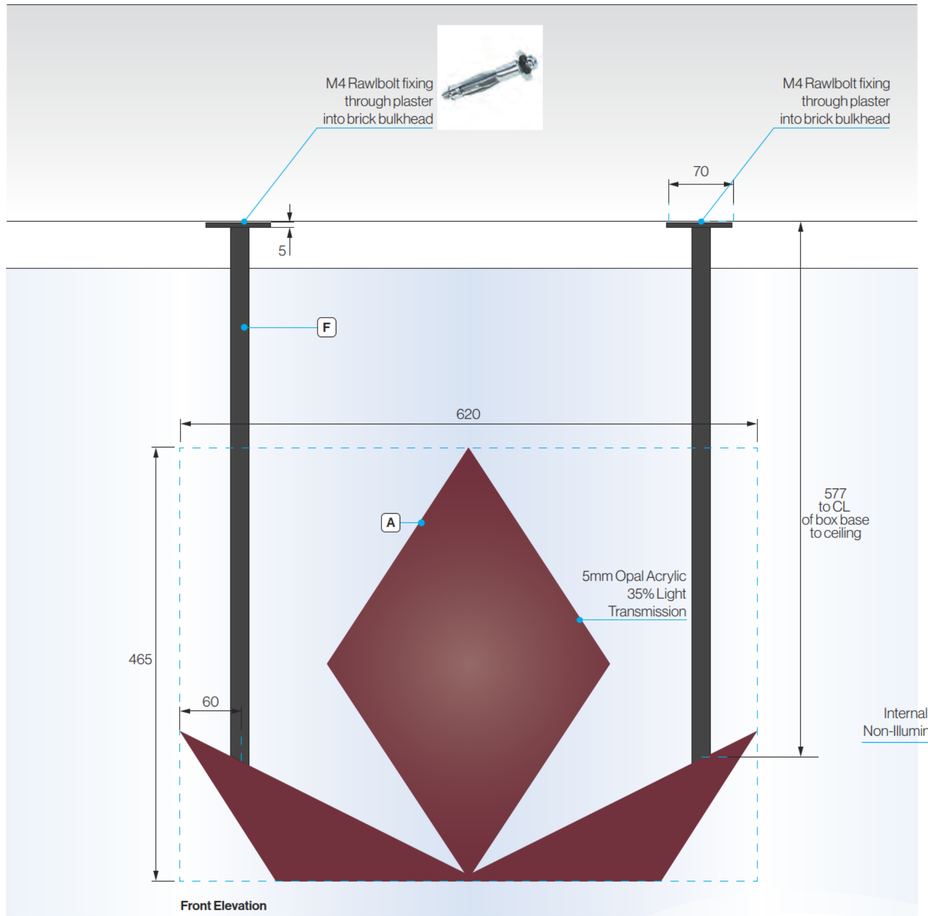
1. SUSPENDED LILY Behind Glass Panel (internal) – Lily Logo to be Acrylic and to be suspended/hung to Door Architrave. Lily to be internally illuminated, low intensity by static means.

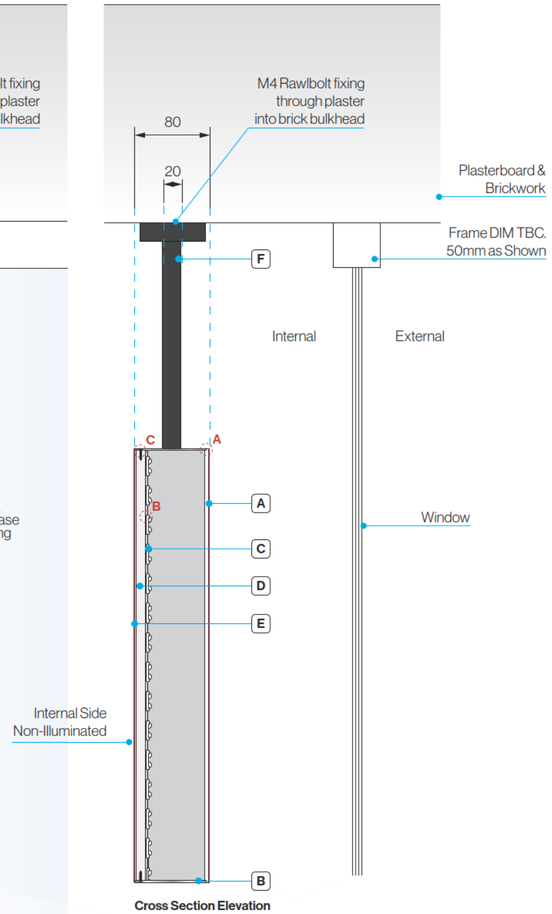
2. PATRIZIA LOGO AND SIGNAGE TO SHOP WINDOW – Acrylic lettering and icon (or equivalent) fixed to Glass Panel, low illumination by static means.

Signage Proposal

Detail for ITEM 1







Key
Specification

- **A** 5mm Opal Acrylic; with Full Coverage Print to Match PMS 7421 C
- **B** 2mm Steel Framework; Powder Coated to Match PMS 7421 C.
  Fixed to Acrylic [A] with Two Pack Adhesive and Fixed to Foamex [D] with Screws [2]
- **C** Minno LED Modules - Input Voltage 12v DC Mounted to Foamex [D]
- **D** 10mm Foamex Backtray; Bonded to Ali Panel [E] with Tape [1]
- **E** 2mm Aliminium Backpanel; Powder Coated to Match
- **F** PMS 7421 C
  20mm Box Section Welded to Steel Framework [B]; Fixed to Ceiling with 5mm Fixing Plates.

Fixings

1. 3M RP45 Double sided tape applied to rear
2. 12.7 mm Self Tapper Screws
3. Two Pack Adhesive

Colour/Materials

PMS 7421 C	RAL 9003 PMS White		
Patrizia Red	White		

(ITEM 1 is hung is inside the Building, behind main door)

Picto Material & colour
Framework:
Powder coated aluminium; colours as specified.
Face:
Acrylic , colours as specified.

Detail on illumination:
Internally lit LED illumination

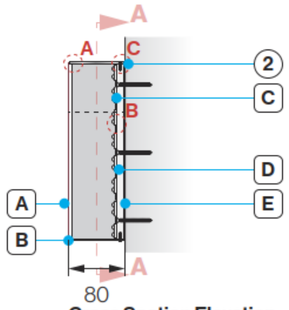
Type of lighting: LED
Temperature/Colour: 3000K/Warm White
Luminance : 600 lumens

Size of light fittings:
Internal LEDs inside letters creating a Halo Effect Framework.

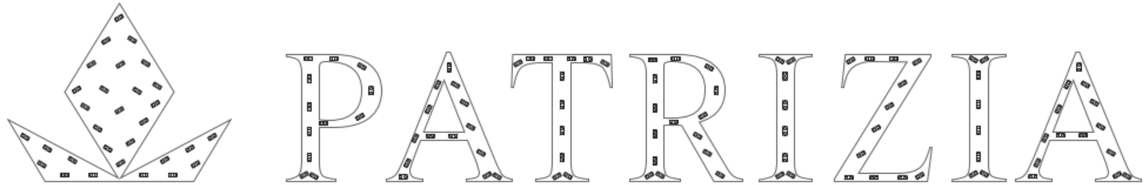
Signage Proposal

Detail for ITEM 2

Front Elevation



Cross Section Elevation



Section A; LED Location Layout

Key
Specification

- (A) 5mm Opal Acrylic; with Full Coverage Print to Match PMS 7421 C
- (B) 2mm Steel Framework; Powder Coated to Match PMS 7421 C.
  Fixed to Acrylic [A] with Two Pack Adhesive and Fixed to Foamex [D] with Screws [2]
- (C) 123no. Minno LED Modules - Input Voltage 12v DC Mounted to Foamex [D]. With 60W PSU.
- (D) 10mm Foamex Backtray; Bonded to Ali Panel [E] with Tape [1]
- (E) 2mm Aliminium Backpanel; Screw Fixed to Exterior Wall

Installation

Fixed above gfl glazing; Setting out plan TBC

Fixings

- (1) 3M RP45 Double sided tape applied to rear
- (2) 12.7 mm Self Tapper Screws
- (3) Two Pack Adhesive

Colour/Materials

PMS 7421 C	RAL 9003 PMS White		
Patrizia Red	White		

Lettering Material & colour
Framework:
Powder coated aluminium, colours as specified.
Face:
Acrylic , colours as specified.

Detail on illumination:
Internally lit LED illumination

Type of lighting: LED
Temperature/Colour: 3000K/Warm White
Luminance : 600 lumens

Size of light fittings:
Internal LEDs inside letters creating a Halo Effect Framework.

Drawing Register

Drawing Register

i196_PL-Site-PL01	Site Location Plan 1:250
i196_PL-EX-00-PL01	Existing Ground Floor Plan 1:50
i196_PL-GA-00-PL01	Proposed Ground Floor Plan 1:100 (showing location of signage)
i196_PL-EE-03-PL01	Existing Elevation 1:100
i196_PL-GE-03-PL01	Proposed Elevation 1:100
I196_PL-ES-01	Existing sections through metal Fascia
I196_PL-ES-02	Existing sections through metal Fascia
I196_PL-SE-01	Proposed sections: Detail of ITEM 1 (Internal)
I196_PL-SE-02	Proposed sections: Detail of ITEM 2 (protrudes 80mm from existing)