

FOUR POINTS FLEX

BY SHERATON

CLIENT:	FOUR POINTS FLEX
AREA:	LONDON EUSTON
ADDRESS:	8-11 UPPER WOBURN PI, LONDON WC1H OJW
SIGNAGE POSITIONS:	EXTERNAL ONLY <small>DEMO</small> PLANNING
REVISION:	11
DATE:	17/01/2025-r11



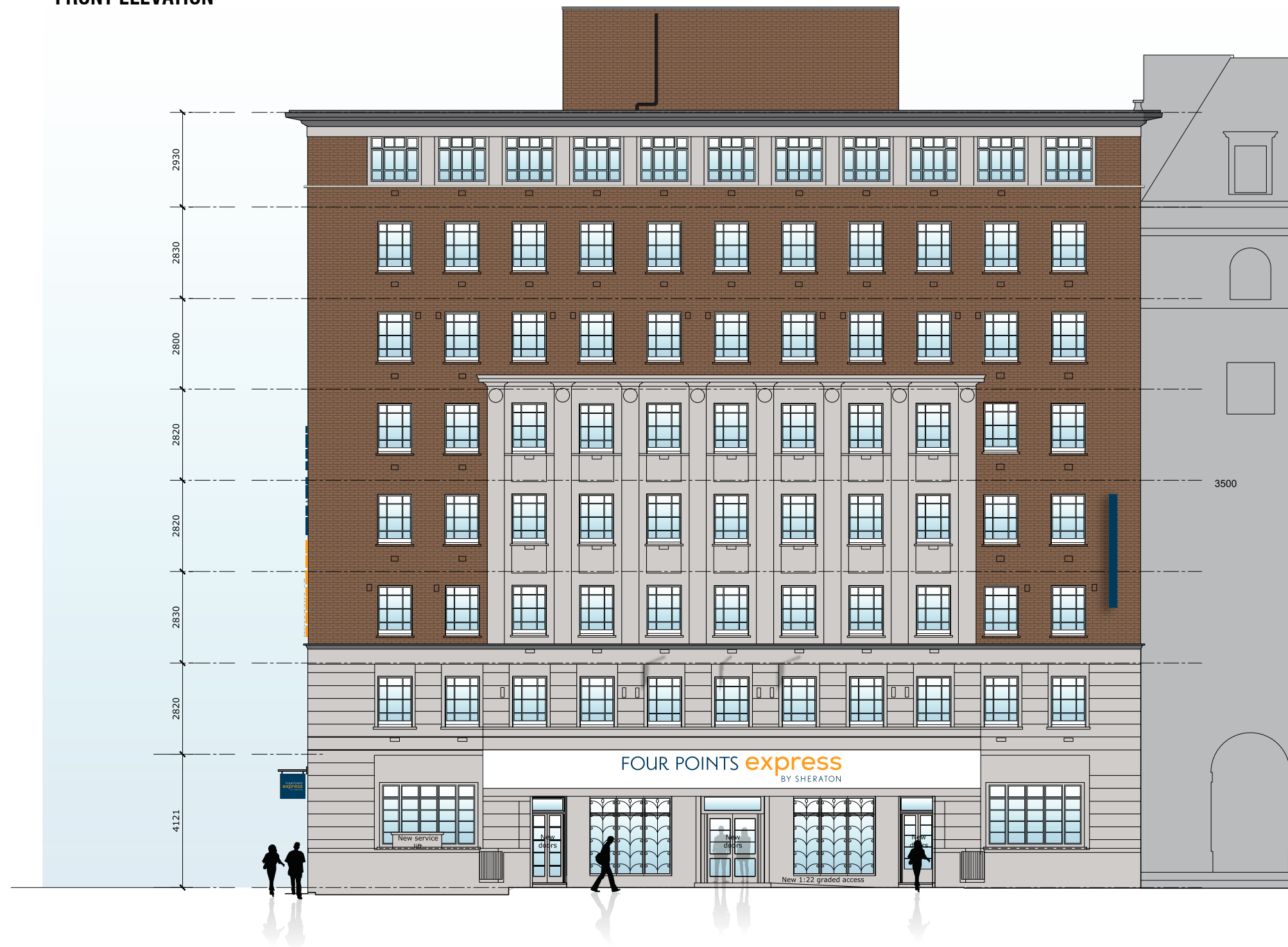
Tel: 01732 783640
Email: sales@landgsigns.co.uk



SCALE - 1:150@A3

FRONT ELEVATION DEMO EXISTING

FRONT ELEVATION



CURRENT SIGNAGE ON THIS ELEVATION

1 Front Elevation

8-11 UPPER WOBURN PLACE



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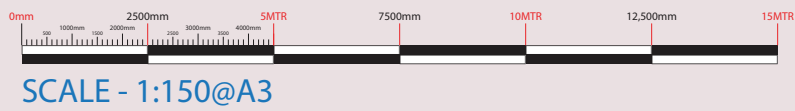
CLIENT: **FOUR POINTS FLEX**
JOB TITLE/SITE: **EUSTON LONDON**

JOB NUMBER: **n/a**
DRAWN BY: **SJC**
SCALE: **As shown on page @ A3**
DATE: **17/01/2025 - r11**
SAVED AS: **Four Points Flex External Signage Planning Proposal - r11**

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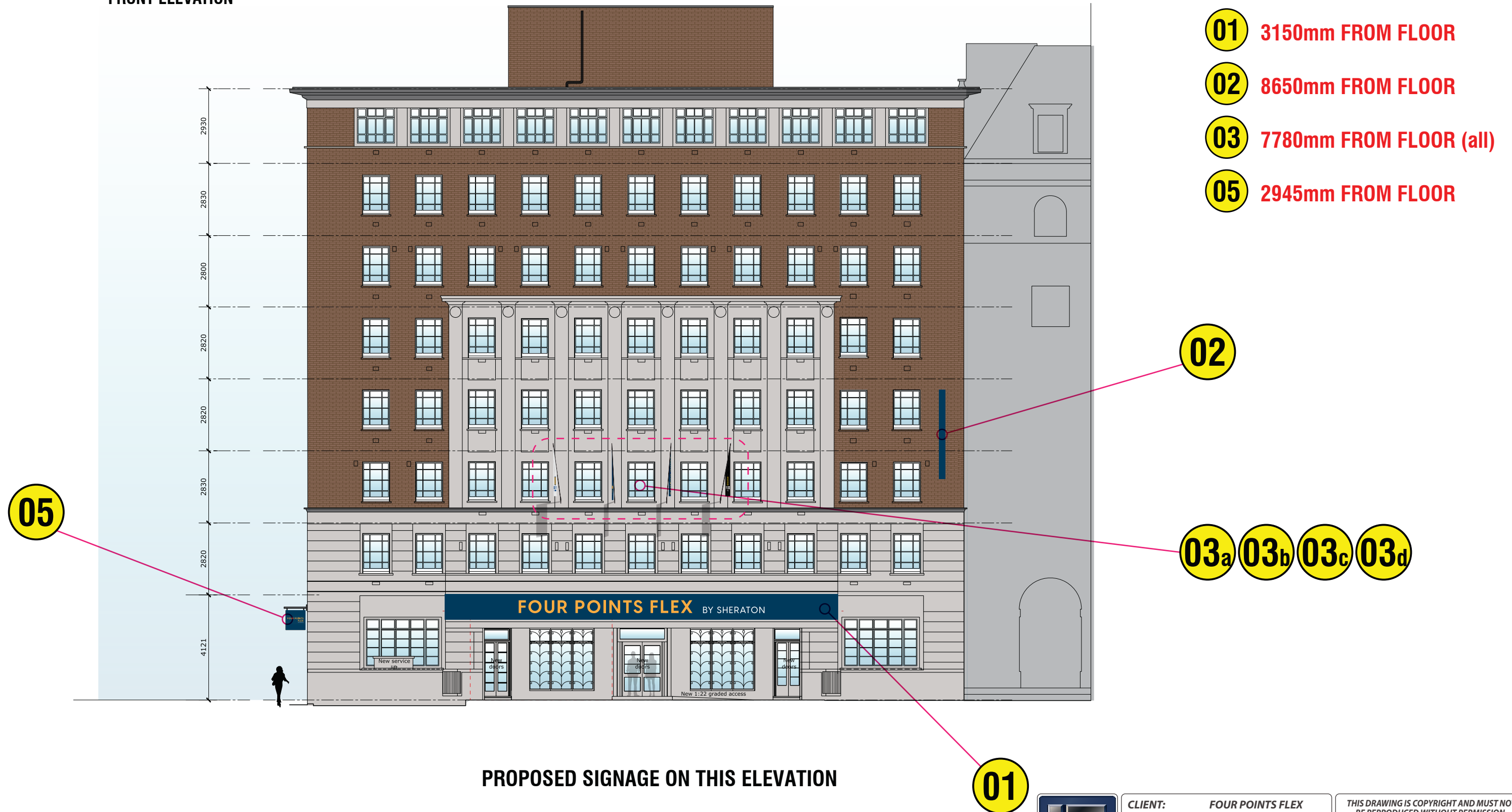
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FRONT ELEVATION PROPOSED

FRONT ELEVATION



PROPOSED SIGNAGE ON THIS ELEVATION

8-11 UPPER WOBURN PLACE



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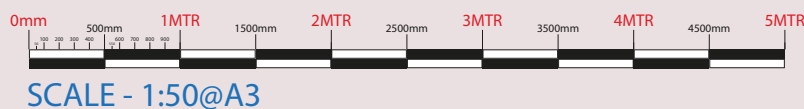
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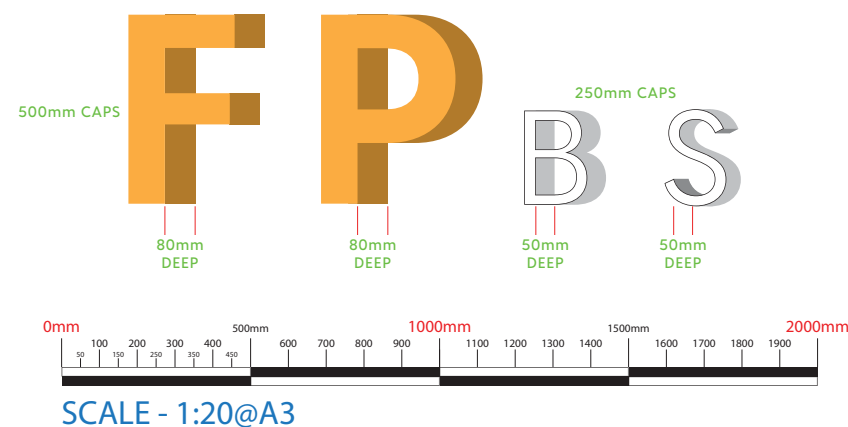
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FRONT FASCIA LETTER DESIGN

01

3150mm FROM FLOOR



1no. Fascia + Letterset layout.

Aluminium fascia, built up of individual tray panels, joined together.
Painted to match the dark blue from the corporate image.

Tray panel to have letterset constructed from aluminium, built up and 80mm deep.
Acrylic faces, decorated with semi translucent vinyls to allow them to illuminated when appropriate.
Letters will be painted on the returns, to match the faces but only the faces will illuminate.
Internally Illuminated by static white LEDs & will not exceed 350 cd/m².

8-11 UPPER WOBURN PLACE

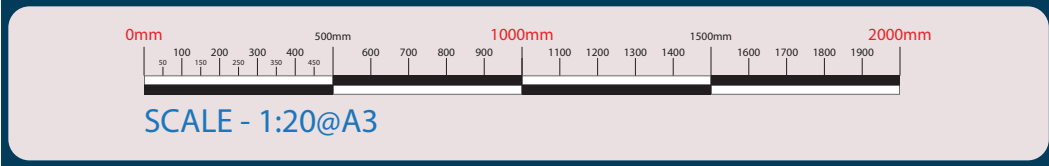


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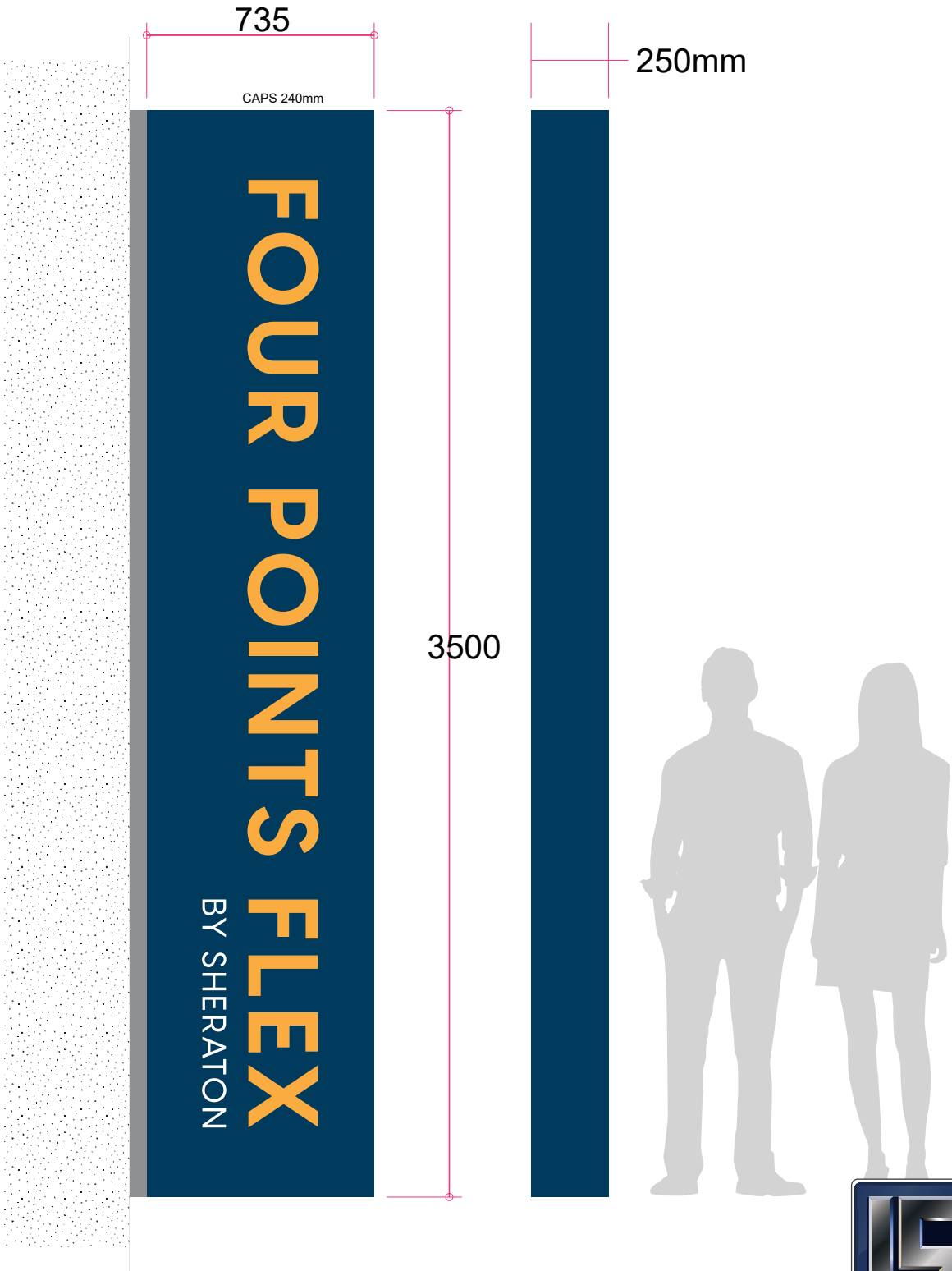
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FRONT VERTICAL PROJECTOR DESIGN

02

8650mm FROM FLOOR



PROJECTING SIGNAGE - QTY 1

Building Lightbox

Illumination:
GE 7100K White LED's as required
or Sloan 6500K White LED's as required

Exterior Finish:
Powder coating RAL5001 (blue) 70% gloss

Interior Finish:
Powder coating RAL9003 (white) 70% gloss

Constructed with an aluminium frame and a Flex-Face system for both front and back. Four Points express BY SHERATON logo will be digitally printed onto each semi-translucent flex-face skin. Back of printed logo to be backed up with block-out film, so that only the logo itself illuminates and the blue background does not.

Lightbox



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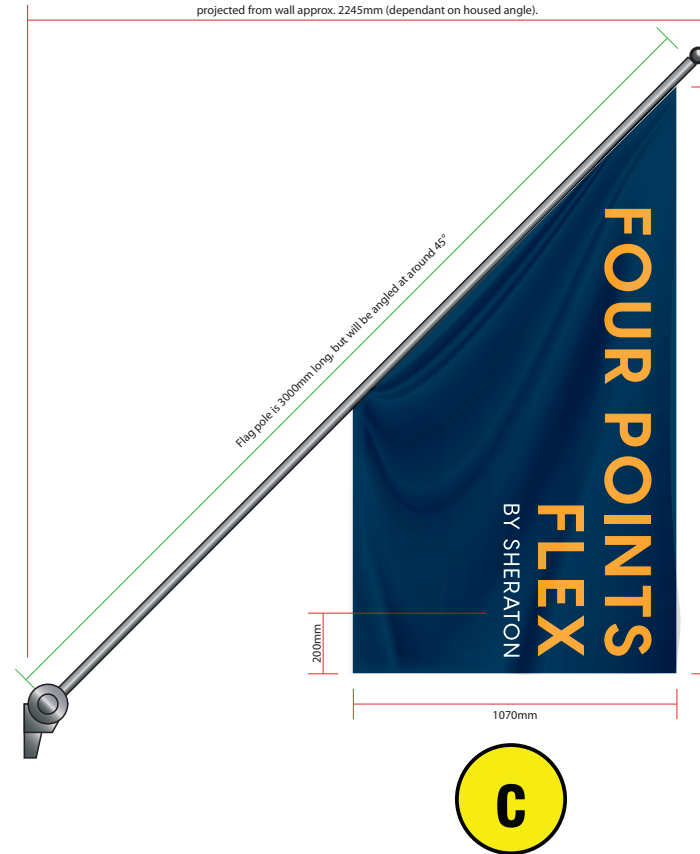
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03

7780mm FROM FLOOR (all)



4no. Flags Option Non-illuminated flags and flagpoles

Fabric flag with it's own background, matching the corporate image for each flag.
Digitally printed logo onto the main face area.
Doubled up so that each flag will not show it's mirror image through the material.

Flagpoles to be constructed from aluminium and powdercoated black.

Flagpoles to be fitted directly to the building face, above the fascia sign, using fixings that will be appropriate for signage of this size and weight.



SCALE - 1:150@A3

SIDE ELEVATION DEMO EXISTING



2 Left Side Elevation

CURRENT SIGNAGE ON THIS ELEVATION



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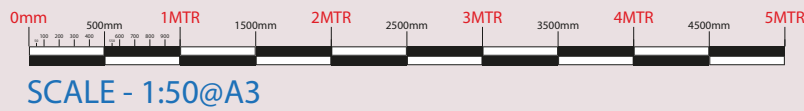


04 7940mm FROM FLOOR

06 1220mm FROM FLOOR



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FRONT VERTICAL LETTERSET DESIGN

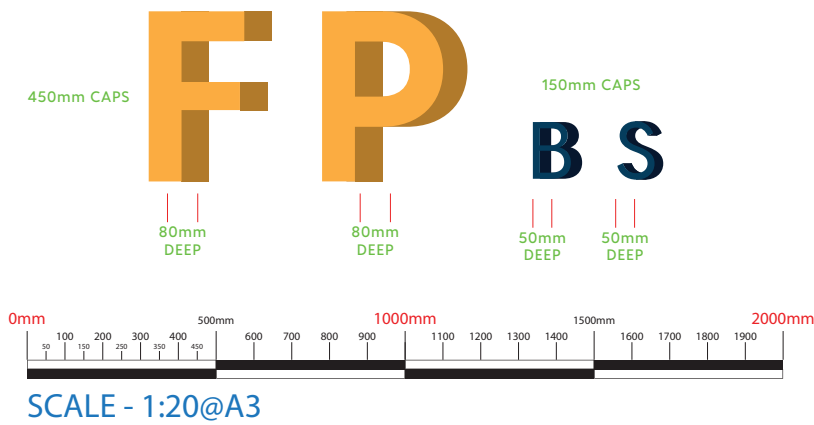
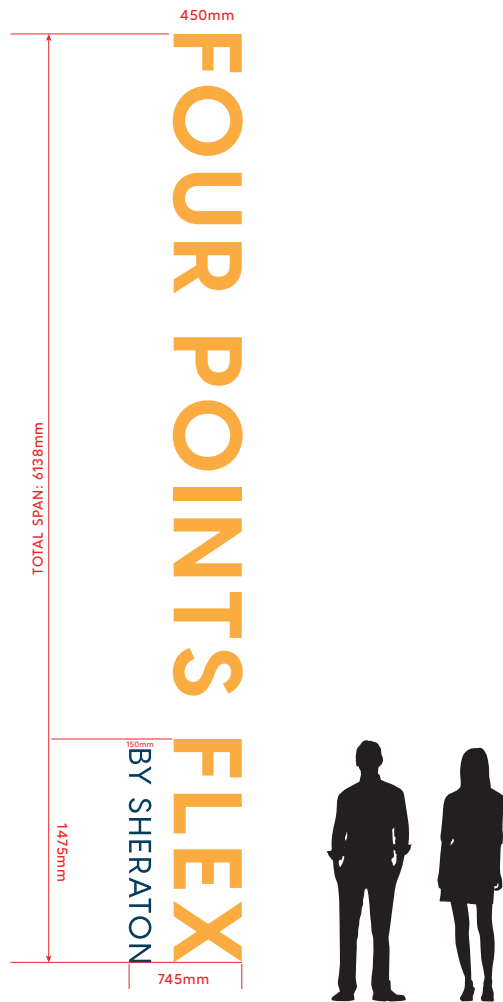
04

7940mm FROM FLOOR

VERTICAL SIGNAGE - QTY 1
Building Channel Letters

Channel Letter Specifications:
Constructed from aluminium,
built up and 80mm deep.
Acrylic faces, decorated with semi translucent vinyls
to allow them to illuminated when appropriate.
Letters will be painted on the returns, to match the faces
but only the faces will illuminate.
Internally Illuminated by static LEDs.

2 Line Channel Letters

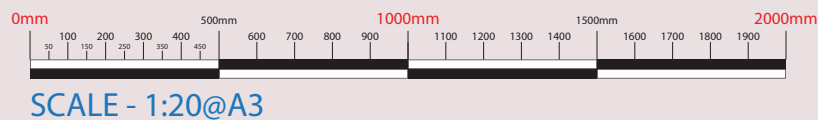


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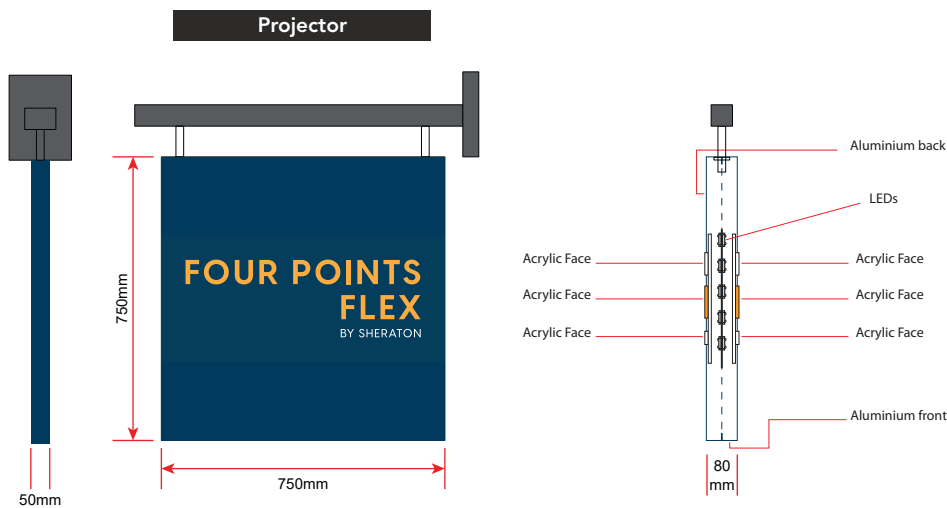
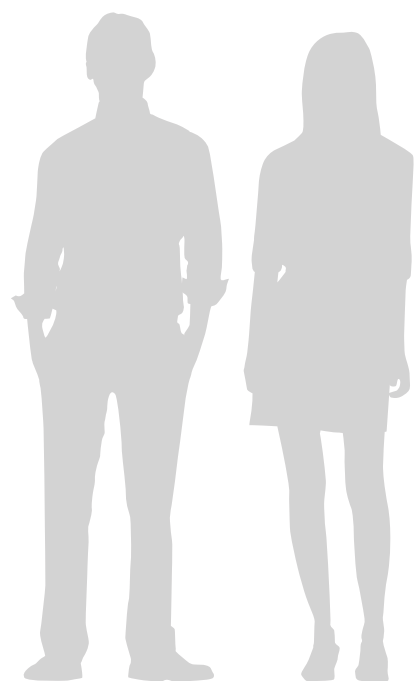
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SIDE SWING SIGN PROJECTOR DESIGN DEMO Externally illuminated

05

2945mm FROM FLOOR



Constructed with aluminium frame and 2mm thick aluminium trays, painted to match the corporate spec.
Semi translucent vinyls for the logo.
This sign is to be illuminated internally with LEDs.
Logo will be fret-cut from the tray face (both sides) using semi translucent acrylic, decorated with appropriate vinyls.
Mounted to the existing swing sign arm.

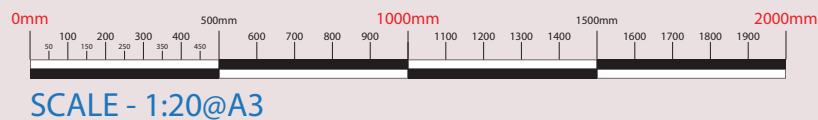


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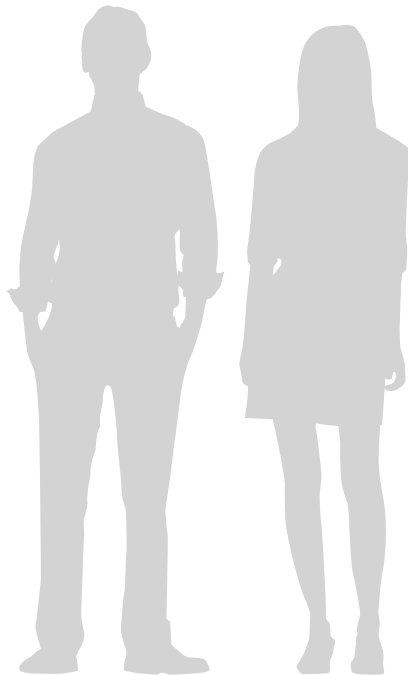
SIDE SWING SIGN PROJECTOR DESIGN

06

1220mm FROM FLOOR

2mm thick aluminium panel, painted to match the corporate spec.
Panel face decorated, matching the corporate spec.
This sign will be non-illuminated.

Non-Illuminated Wall Sign

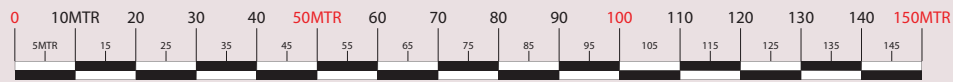


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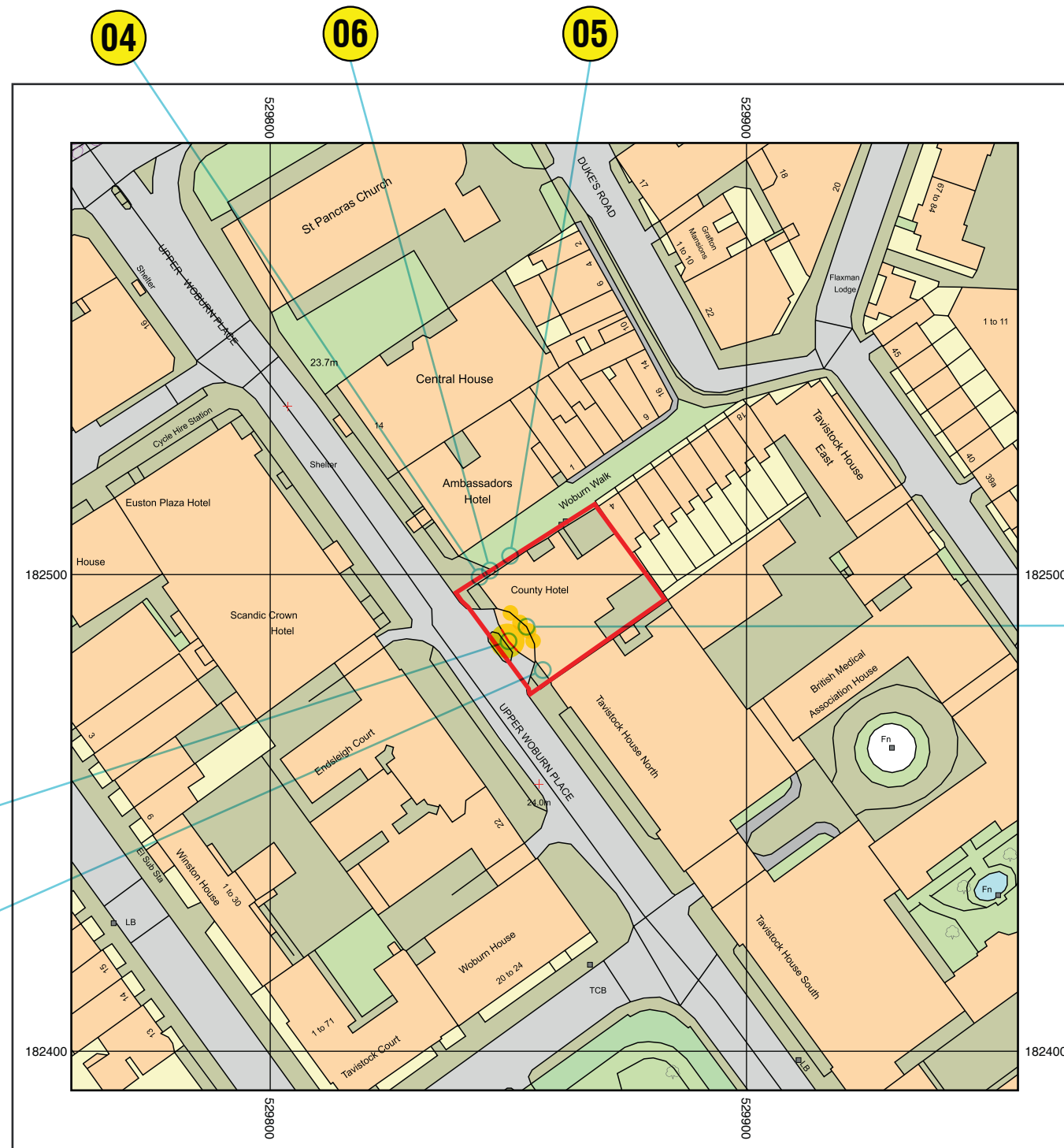
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SCALE - 1:1250@A3

OS MAP



Metres
Scale: 1: 1250



NATIONAL
MAP CENTRE

OS Plan Colour

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License number: AC0000814278
Produced: 04/12/2023
Serial number: 289470

Plot centre co-ordinates: 529858,182491
Download file:
Project name: county hotel

COUNTY HOTEL
UPPER WOBURN PLACE
LONDON
WC1H 0JW

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OS MAP DEMO UPPER WOBURN PLACE



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LONDON

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