



## Netley Campus

Information to Support Application  
for Advertising Consent

Educational Signs Package

Revision A  
29 November 2013

The VELVET Principle



# Netley Campus Red Line Plan

HAMPST

HAMPSTEAD ROAD

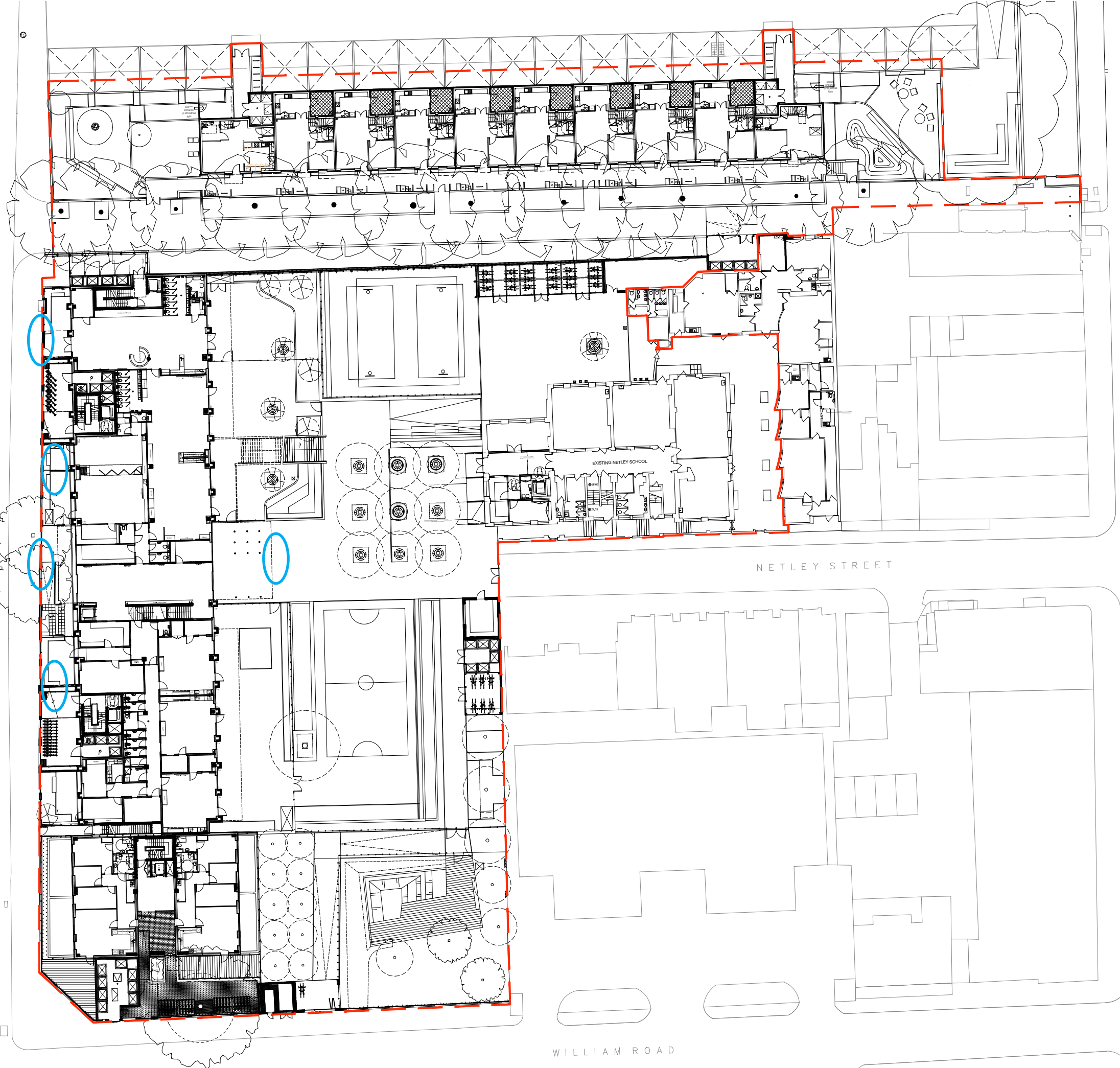
STANHOPE STREET

NETLEY STREET

WILLIAM ROAD

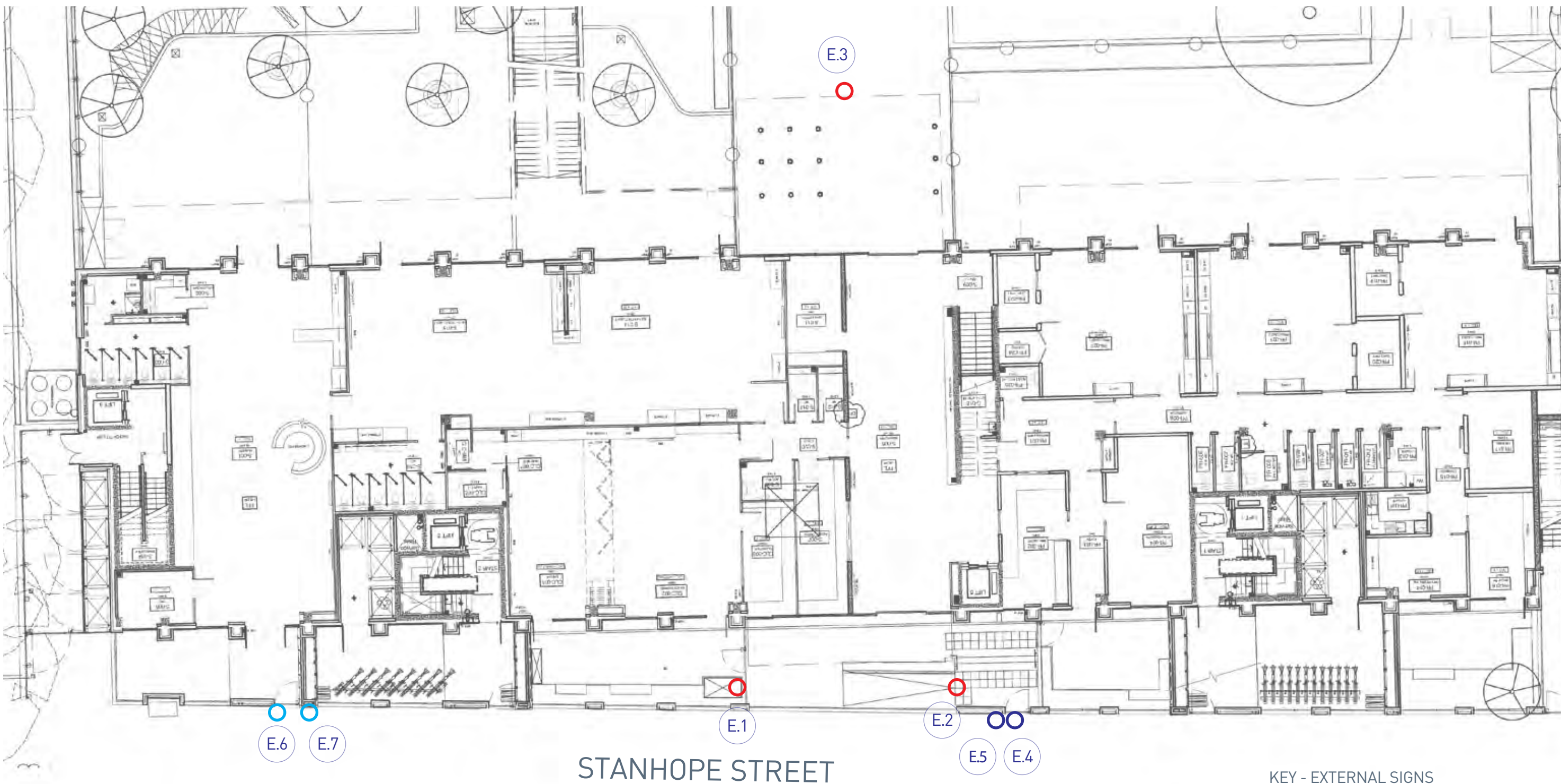


Approximate locations of signs  
detailed on following pages



rev	date	description	dm	aut
B	20.11.12	Site Boundary Line amended per BAM request	CS	CB
A	02.11.12	Site Boundary Line amended per Camden request	CS	-
<b>FOR CONSTRUCTION</b>				
Disposer Wharf 38 Graham Street London N1 8JX			<b>PTEa</b> <small>POLLARD THOMAS EDWARDS architects</small>	
T: 020 7336 7777 F: 020 7336 0770		URL: www.ptea.co.uk E: forename.surname@ptea.co.uk		
project	drawn	checked	scale	date
NETLEY PROJECT	CS	-	1:250	31.10.12
sheet title	sheet no.	sheet no.	rev	
SITE PLAN	12_528	L(90)001	B	

WILLIAM ROAD



### KEY - EXTERNAL SIGNS

- A - Campus Identification (High Level)
- B - School Entrance Identification
- C - Foundation Entrance Identification

# Schedule of Sign Items

Sign No.	Sign Type	Quantity	Sign Name	Description	Fixing	Features/Considerations	Power Supply
E.1 - E.2	Ai	2	Building Identification Sign	Netley Campus Brand	To side elevation - timber cladding	External sign	Yes
E.3	Aii	1	Building Identification Sign	Netley Campus Brand	To rear elevation - timber cladding	External sign	Yes
E.4	Bi	1	School Entrance Identification	School Brand at gate	Applied to gate	Anti graffiti coating	No
E.5	Bii	1	School Entrance Identification	Directory panel	To wall surface	Anti graffiti coating	No
E.6	Ci	1	Nursery Entrance Identification	Nursery Brand at gate	Applied to gate	Anti graffiti coating	No
E.7	Cii	1	Nursery Entrance Identification	Directory panel	To wall surface	Anti graffiti coating	No



Indicative View of School Entrance - Stanhope Street

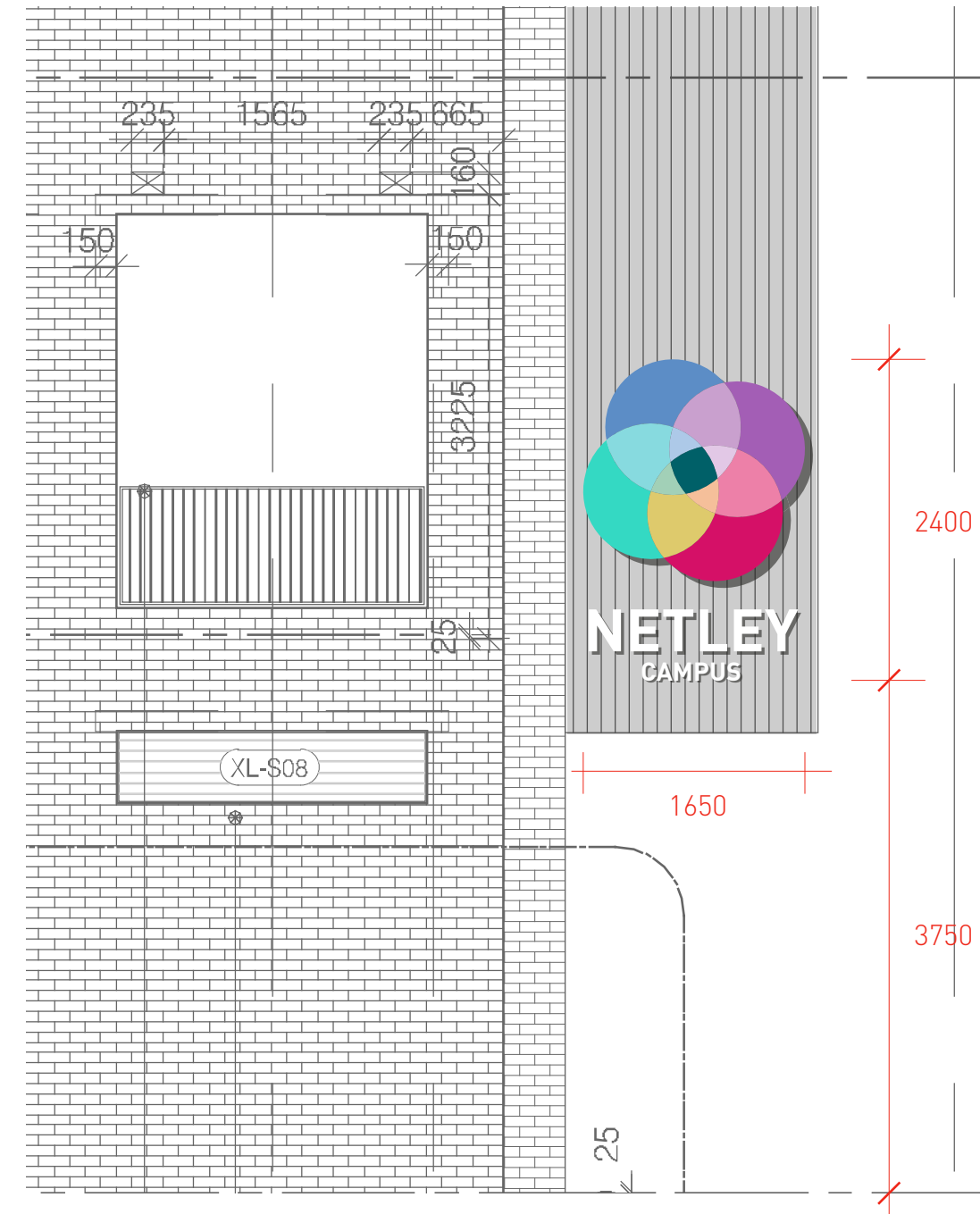




# Sign Item E.1 - Side Elevation of School Entrance (Sign Item E.2, similar)

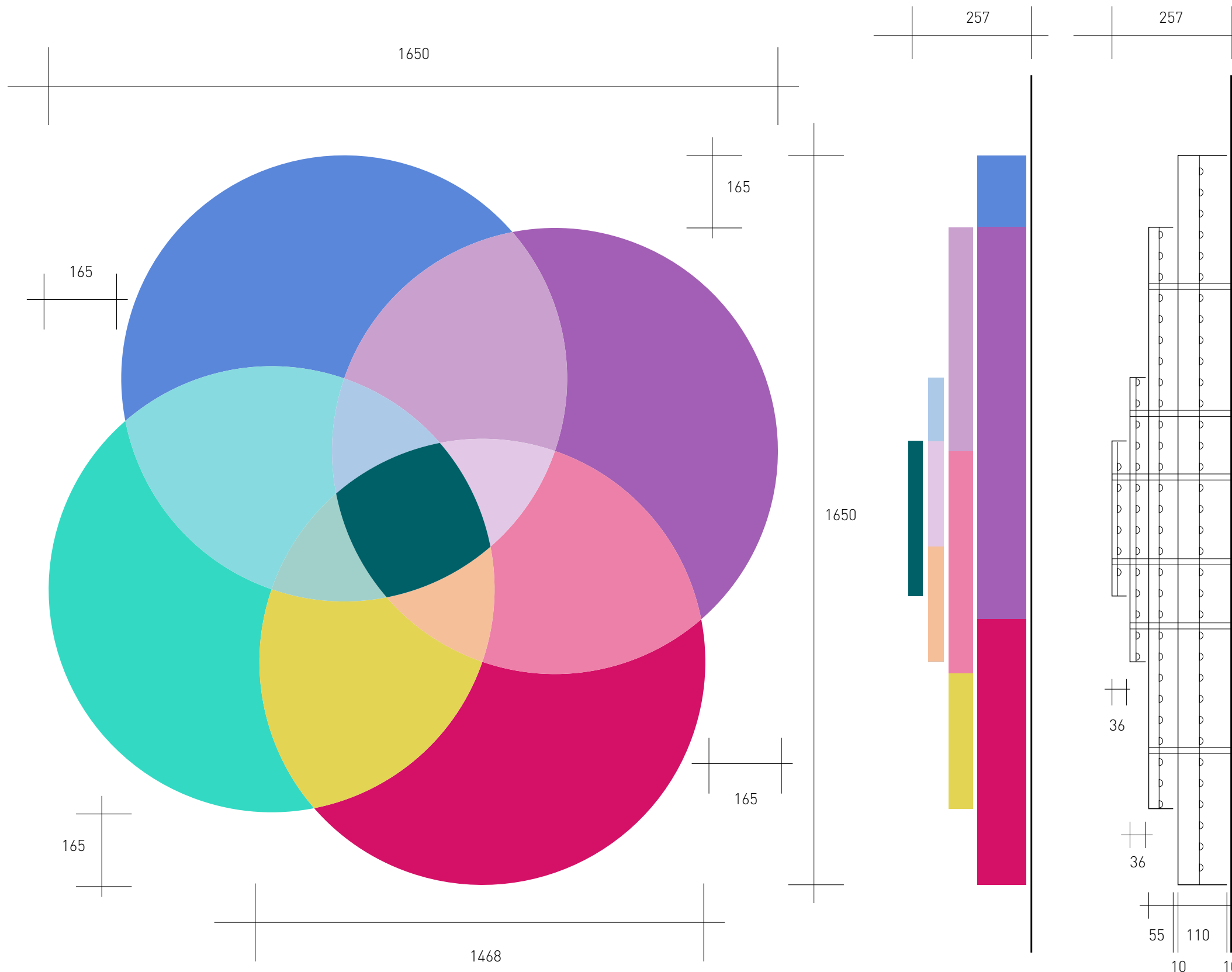


Sign Item E.1 in context  
(Sign Item E.2 similar on opposite side  
of architectural "box")



Partial Elevation at Entrance from Stanhope Street  
Scale 1:50 @ A3  
Sign item E.1 - Sign Type Ai

# Detail of Sign Type A "Rosette"



The "rosette" shape is made up of four separate layers. Each layer is to be formed as aluminium trays with returns, decorated in colours as shown.

Each tray is to be open to the back, decorated white and to be lined with LED lamps. Each tray stands off the layer behind to allow halo illumination.

Power supplies are to be hidden and brought into the back of the sign through the cladding on which it is mounted.

Transformers to drive the LED lamps are to be housed within the building in an accessible location to enable future maintenance/replacement.

Sub surface structure behind the cladding material to be installed by main contractor. To be developed subject to expected weight of sign unit.

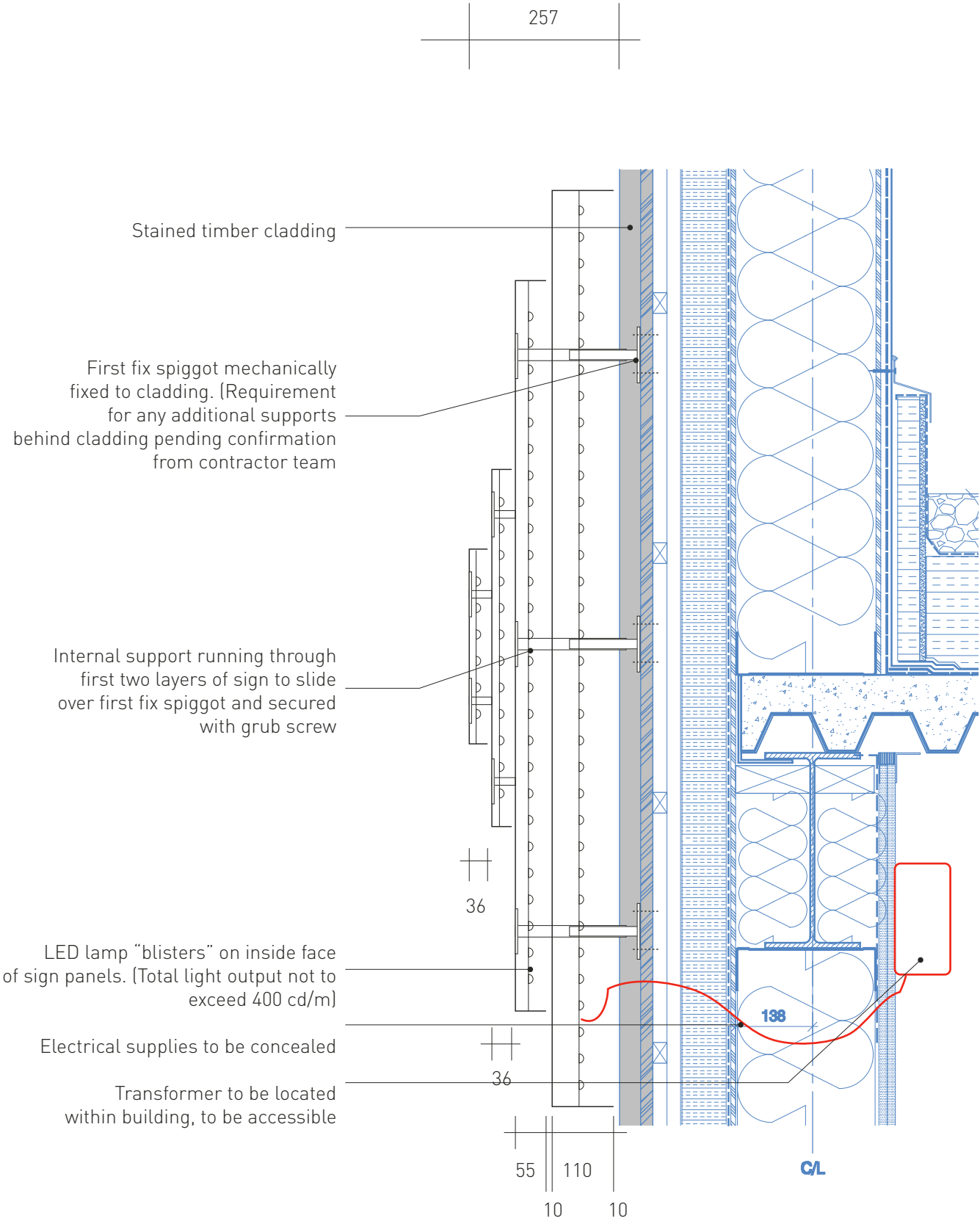
NETLEY CAMPUS text is not shown. Sizes as stated on following drawing sheet. Text to be formed from aluminium with flush fitting opal acrylic front face to illuminate white. Returns to text to be 35mm and stud fixed 10mm off cladding material.

Front Elevation  
Scale 1:10 @ A3

Side Elevation  
Scale 1:10 @ A3

Section  
Scale 1:10 @ A3

# Section through Sign Type A



Stained timber cladding

First fix spigot mechanically fixed to cladding. (Requirement for any additional supports behind cladding pending confirmation from contractor team)

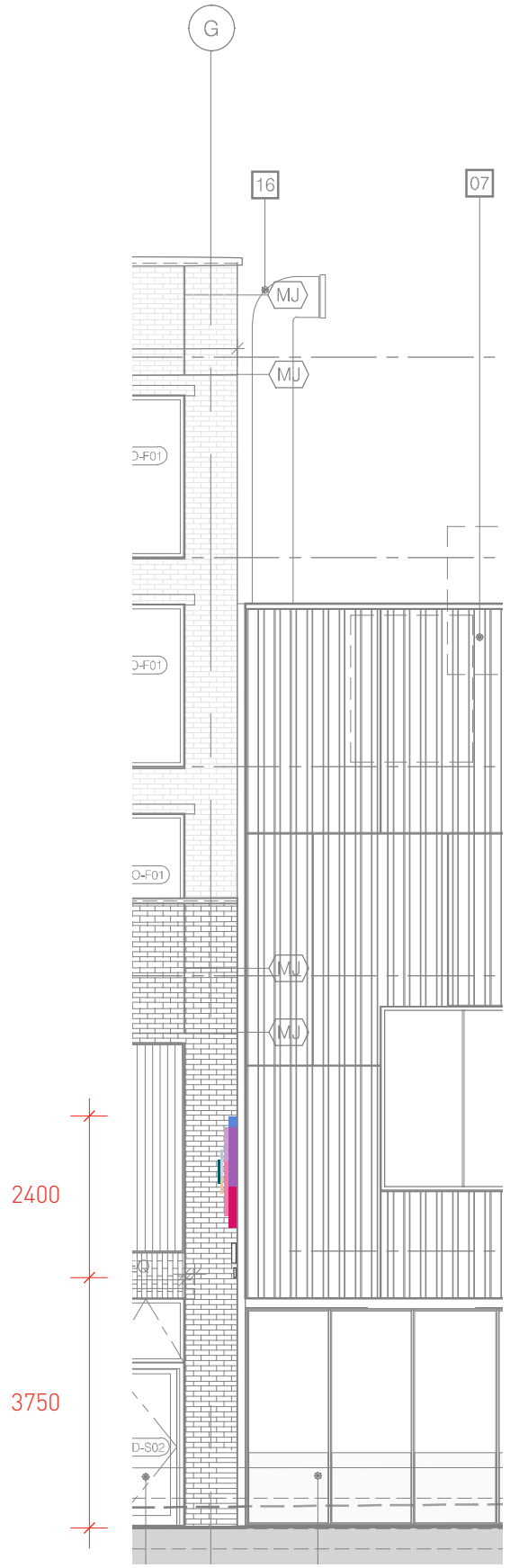
Internal support running through first two layers of sign to slide over first fix spigot and secured with grub screw

LED lamp "blisters" on inside face of sign panels. (Total light output not to exceed 400 cd/m)

Electrical supplies to be concealed

Transformer to be located within building, to be accessible

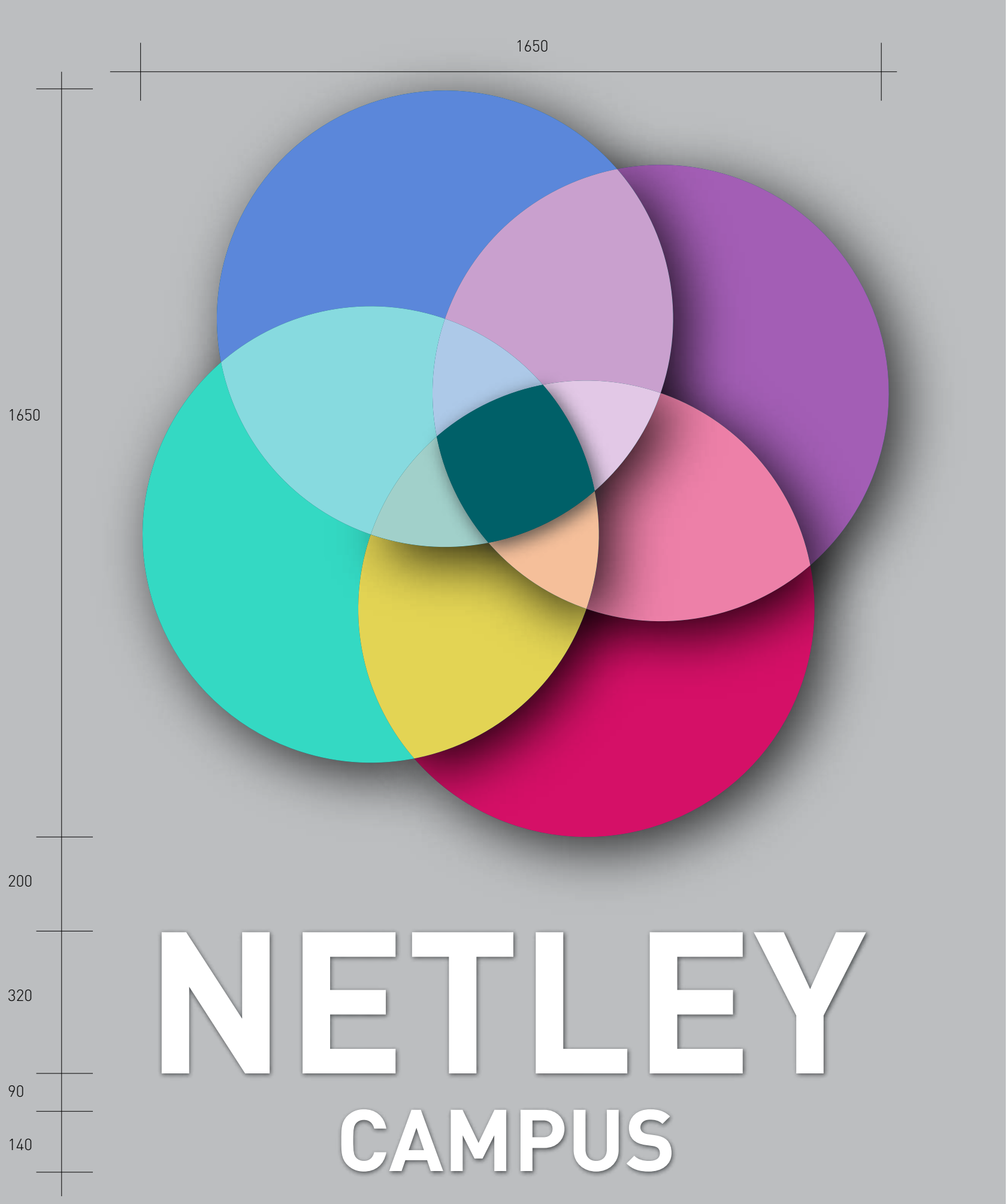
Section through sign and building cladding  
Scale 1:10 @ A3



Partial elevation of building entrance  
Scale 1:100 @ A3



Sign Type A Setting Out



Indicative sketch showing sign form



Note:  
Text to be formed from aluminium with flush fitting opal acrylic front face to illuminate white.  
Returns to text to be 35mm and stud fixed 10mm off cladding material.

# Sign Item E.3 - Rear Elevation of School

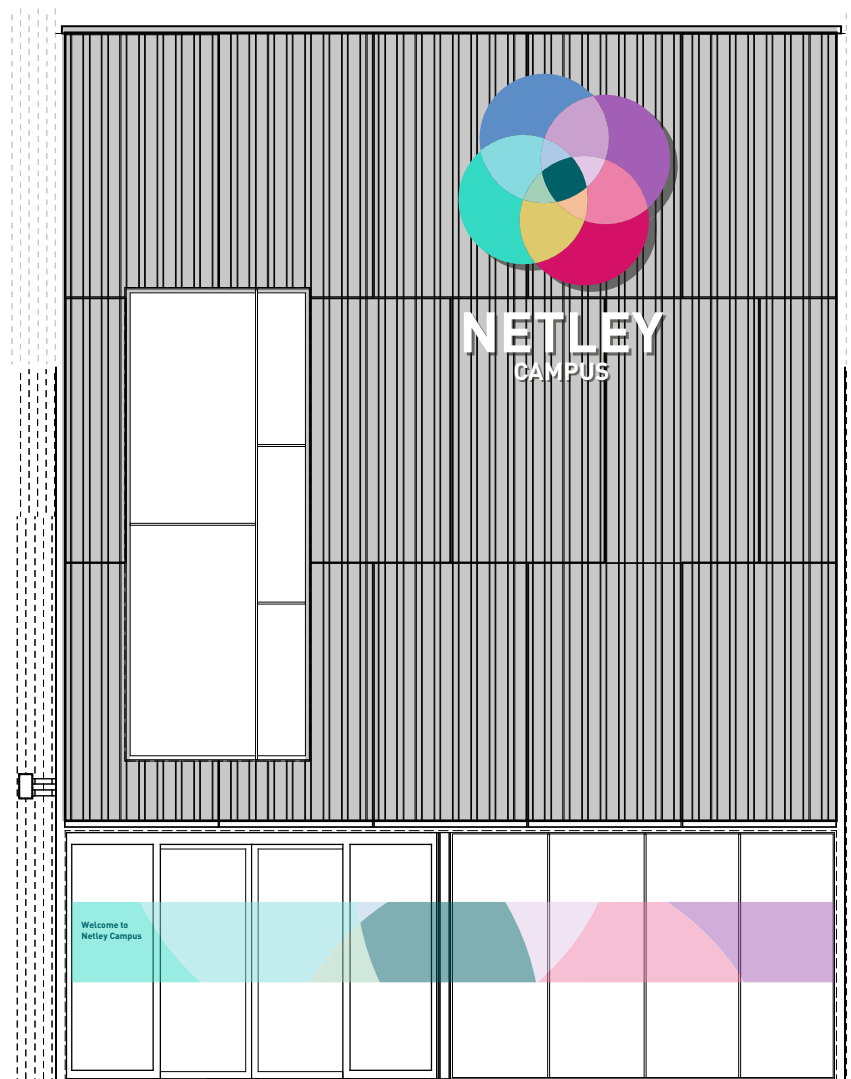


2730



### Sign Item E.3 - Sign Type Aii

All construction details and materials to be entirely consistent with the sign on the front entrance (Type Ai) except larger in scale. All sectional dimensions are to increase in pro by 166.67% to give an overall depth front to back of 500mm.



4000

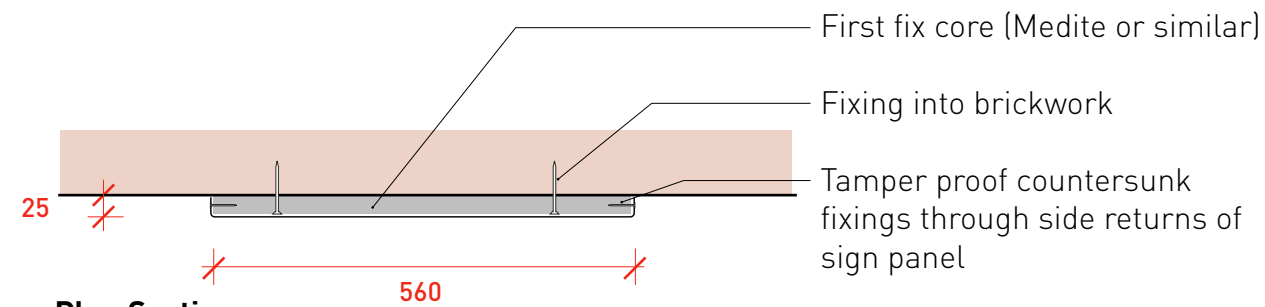
9050

Manifestation decoration to doors - indicative only

Elevation Rear Entrance Block  
Scale 1:100



# Sign Items E.4 & E.5 - Elevation of School Gate Entrance

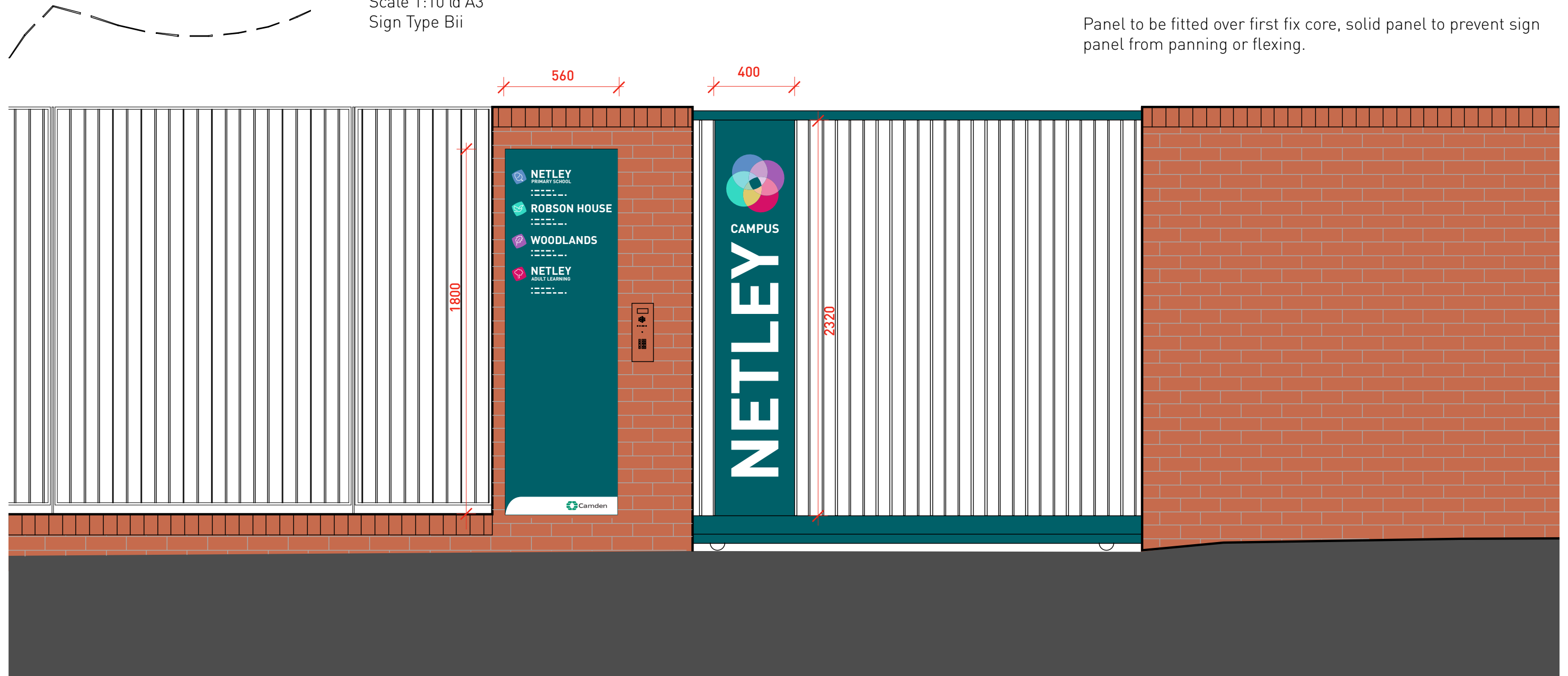


**Plan Section**  
Scale 1:10 @ A3  
Sign Type Bii

Netley Campus graphic to be applied in suitable external grade vinyl to gate (by others) and full panel to which graphics are applied is to be finished with suitable anti graffiti coating to seal whole surface area.

Directory panel (1800mm x 560mm) to be formed as an aluminium tray with 25mm returns. Stove enamel finish with all graphics as applied vinyl. Full panel is to be finished with suitable anti graffiti coating to seal whole surface area. Content shown is indicative only pending confirmation of faculty details.

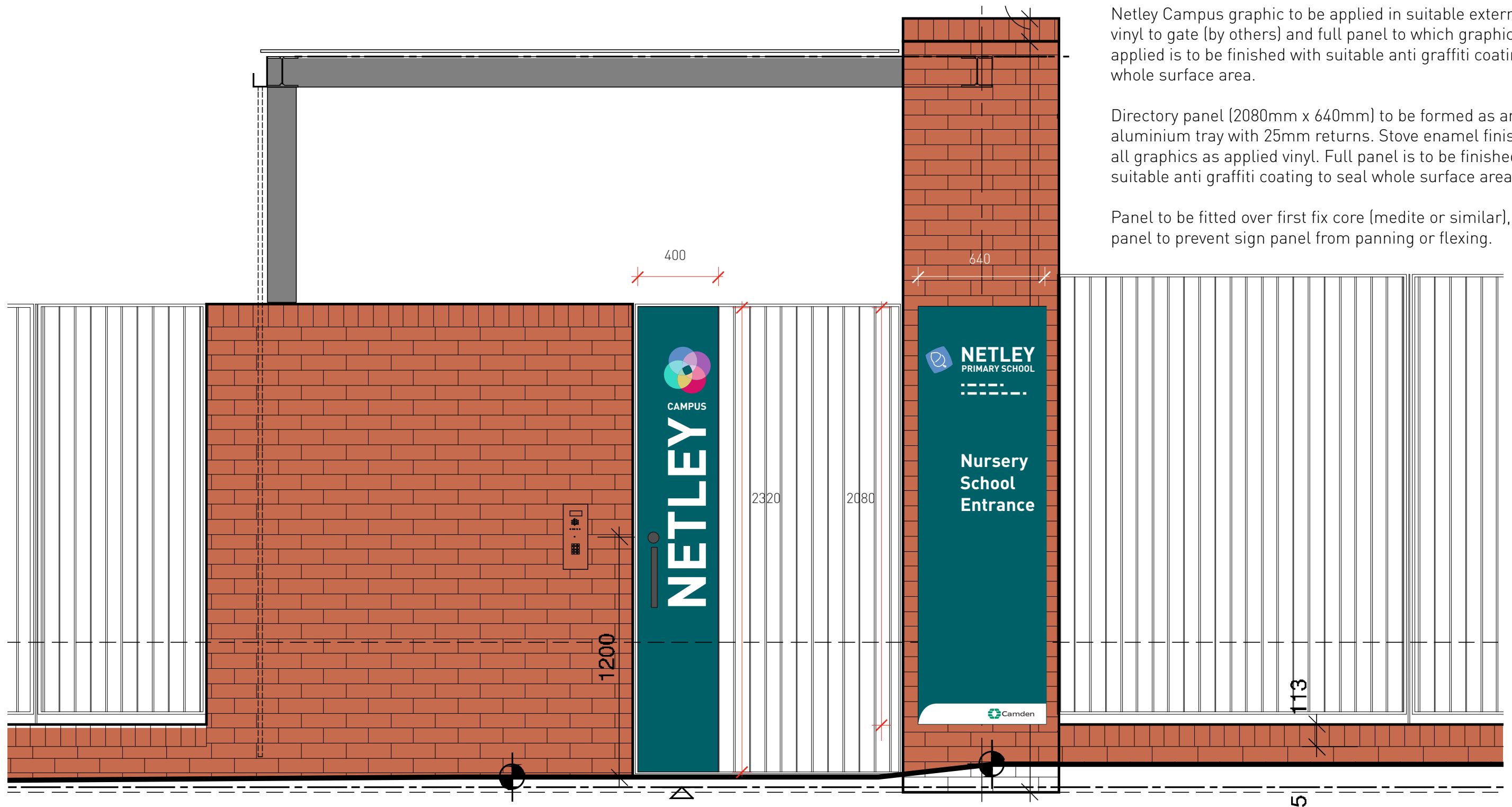
Panel to be fitted over first fix core, solid panel to prevent sign panel from panning or flexing.



**Sign Item E.5** - fixed to wall  
Sign Type Bii

**Sign Item E.4** - applied to gate  
Sign Type Bi

# Sign Items E.6 & E.7 - Elevation of Foundation Entrance



Netley Campus graphic to be applied in suitable external grade vinyl to gate (by others) and full panel to which graphics are applied is to be finished with suitable anti graffiti coating to seal whole surface area.

Directory panel (2080mm x 640mm) to be formed as an aluminium tray with 25mm returns. Stove enamel finish with all graphics as applied vinyl. Full panel is to be finished with suitable anti graffiti coating to seal whole surface area.

Panel to be fitted over first fix core (medite or similar), solid panel to prevent sign panel from panning or flexing.



Block A Elevation to Stanhope Street  
Nursery School Entrance  
Scale 1:20 @ A3

**Sign Item E.7** - fixed to wall  
Sign Type Cii

**Sign Item E.6** - applied to gate  
Sign Type Ei