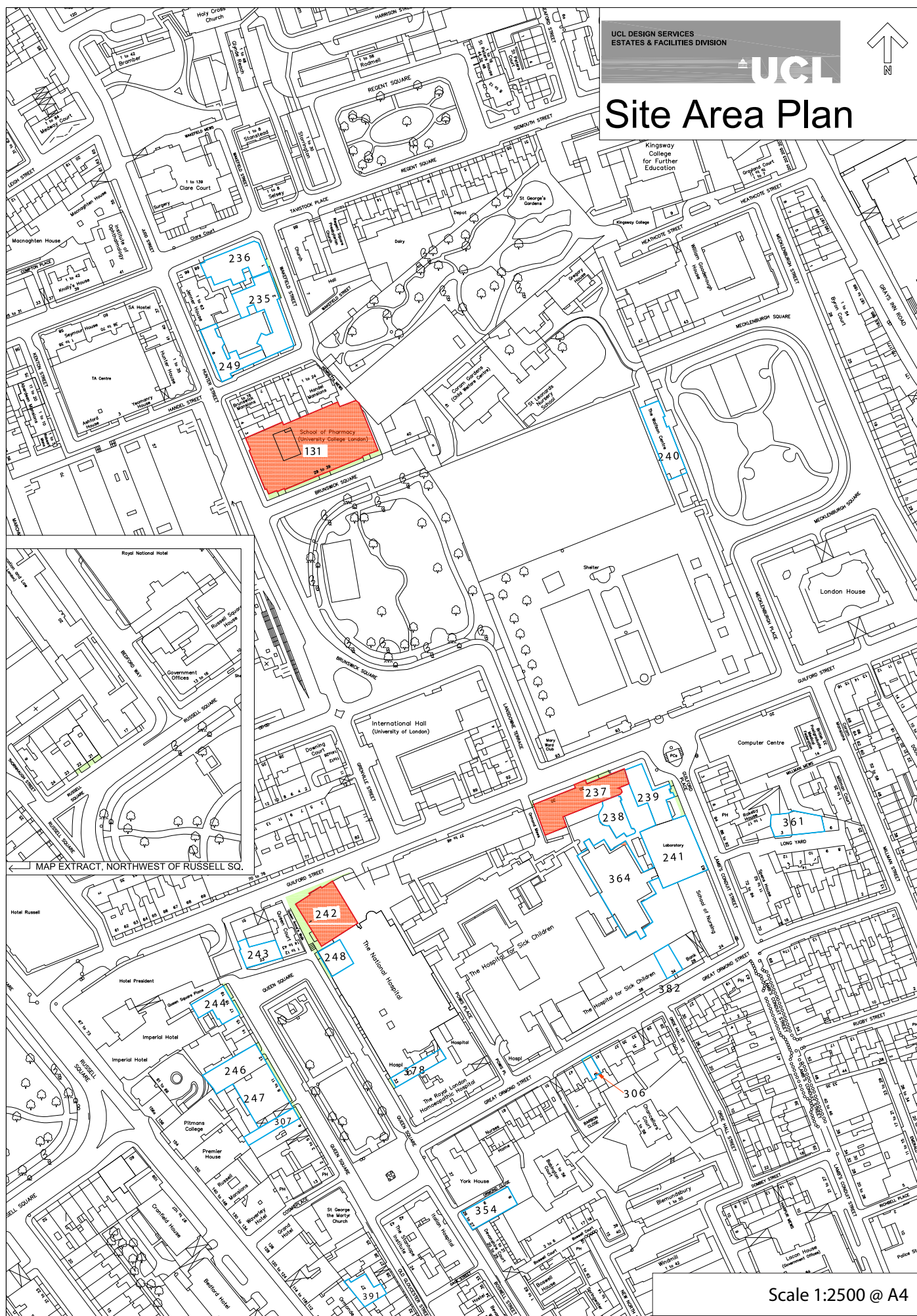


UCL HEALTH CLUSTER WAYFINDING PROJECT

December 2012

Map Signs Advert Application



UCL signs planning application for Advert Consent

UCL has recently installed new campus wayfinding signs and Building signs at its Bloomsbury Campus. These signs have been through the planning process and have received all necessary consents.

It is proposed here to further reinforce the College identity, and improve pedestrian movement around the buildings by extending these signs to the various buildings occupied by University College London (UCL) which make up a collection of Health Studies facilities and institutions located around the Brunswick Square and Great Ormond Street/Queen Square area.

UCL have previously agreed with London Borough of Camden Planning Dept, a style and form for both building and wayfinding signs at other campus locations nearby, so the aim here is to extend this previously agreed system of signs to mark these buildings.

These new signs are entirely the same as the sign types already installed.

The building signs are at the entrance to each building and show the building address and dept. The wayfinding signs contain a campus map, and key directional information for UCL buildings, and are located at strategic locations for students and visitors finding their way to UCL facilities. The new signs will all be located on UCL owned/leased land.

The building signs are constructed as two trays. The top being black and then with a coloured undertray. The coloured under panel will be the same colour on each sign. The colour is to be the dark stone colour which is one of the four colours agreed previously with Camden Council for the building entrance signs.

The wayfinding signs will be constructed from a internal steel frame and clad in a black painted tray panel with a window for a reinforced glass panel. This window will be held in place with secret fixings and will have reverse applied translucent vinyl graphics behind containing the mapping and directional information. This window will be Internally illuminated by a white LED line edge lit perspex panel. The panel is sited behind glass to give an even indirect illuminated glow across the graphic area. The UCL logo at the lower edge to have internal back lit LED line illumination to provide a washlight glow effect behind the fret cut logo.

All LEDs are IP65, mounted internally and will not be directly visible.

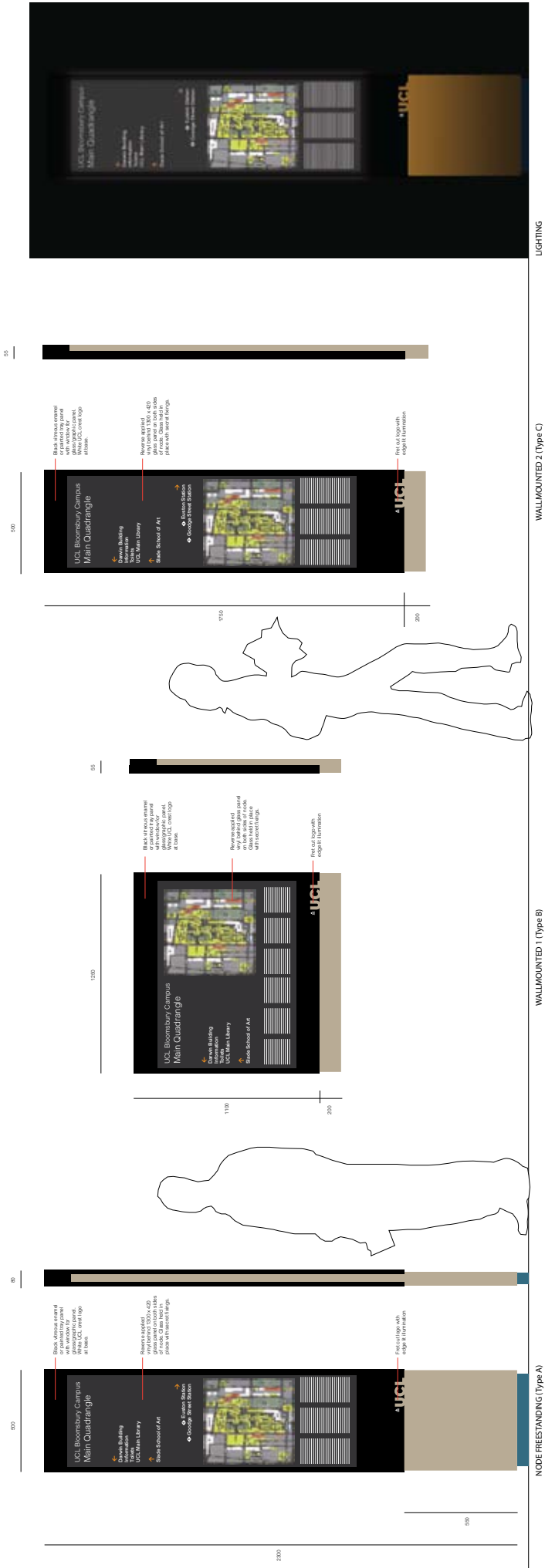
The graphics are behind the glass panel so they can be easily changed as buildings and departments change on the campus.

The internal structural steel frame will be bolted down to a concrete foundation below ground or through a steel spreader plate where ground conditions will not allow a concrete foundation. Where attached to the wall the steel frame will be fixed to existing structure of the building. All ground finishes will be made good.

This document sets out the following information:

- 1) Overall site plan showing the locations of all the buildings to be signed outlined in red
- 2) Overall locations for the signs.
- 2) Sign schedule setting out the specific size of each sign
- 4) The detailed information for each sign
- 5) Detailed drawings for the sign types

SIGN FAMILY



Sign Schedule					
Sign No.	Name of Building	Building Number	Sign Type	Content	Size
8	School of Pharmacy	131	Campus Map (landscape)	Map	1200 x 1300 mm
11	Institute of Child Health	237	Campus Map (monolith)	Map	500 x 2300 mm
21	Queen Square House	242	Campus Map (monolith)	Map	500 x 2300 mm

Sign No. 8: Building Number 131 - 29-39 BRUNSWICK SQUARE, LONDON, WC1N 1AX - Sign 3

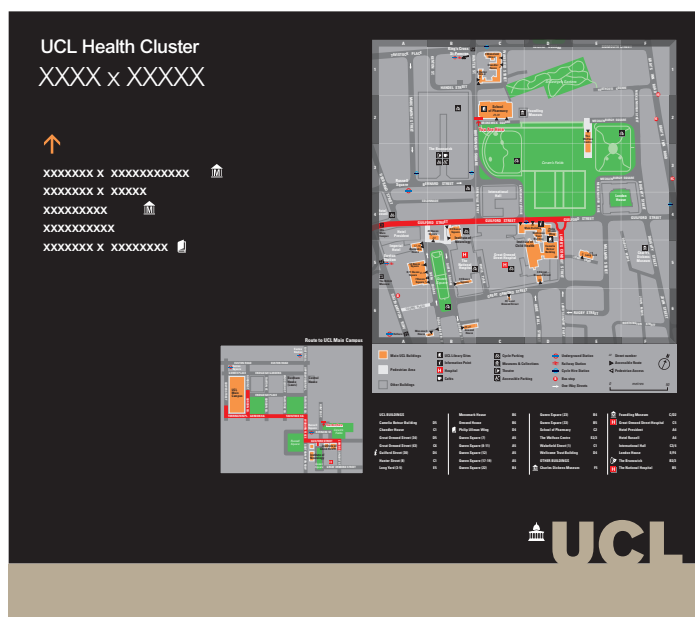


Existing photo

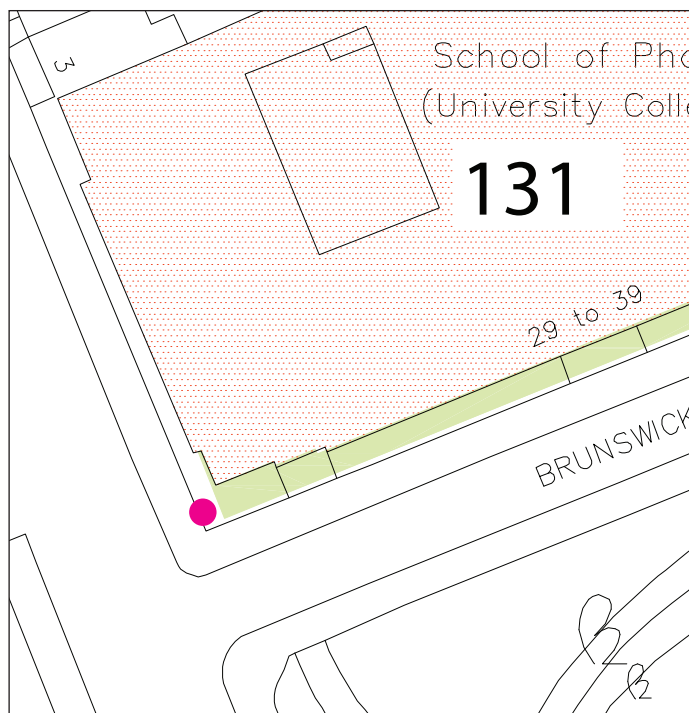


Proposed sign montage

Sign type: Campus map landscape format
1200 mm x 1300 mm located on low wall



Colour Ref:
Mid-Tone Stone (conservation Area)

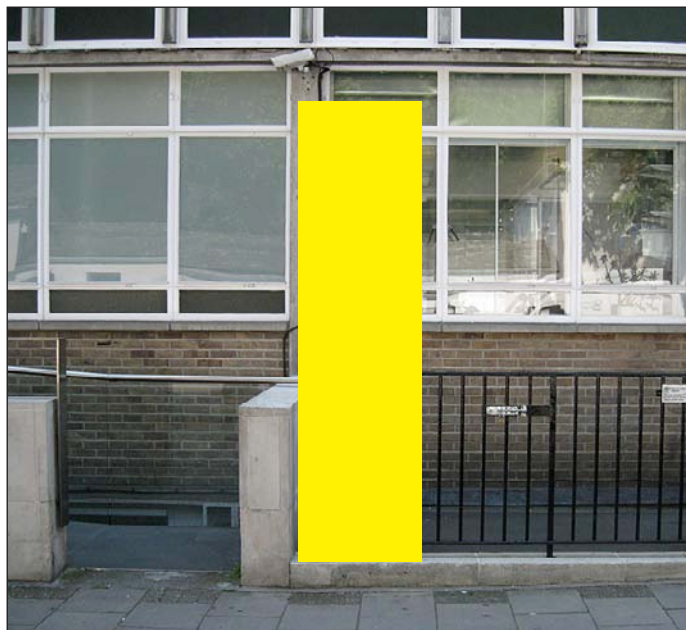


Sign location plan
(scale: 1:500 @ A4)

Sign No. 11: Building Number 237 - 30 GUILFORD STREET, LONDON, WC1N 1EH - Sign 2



Existing photo

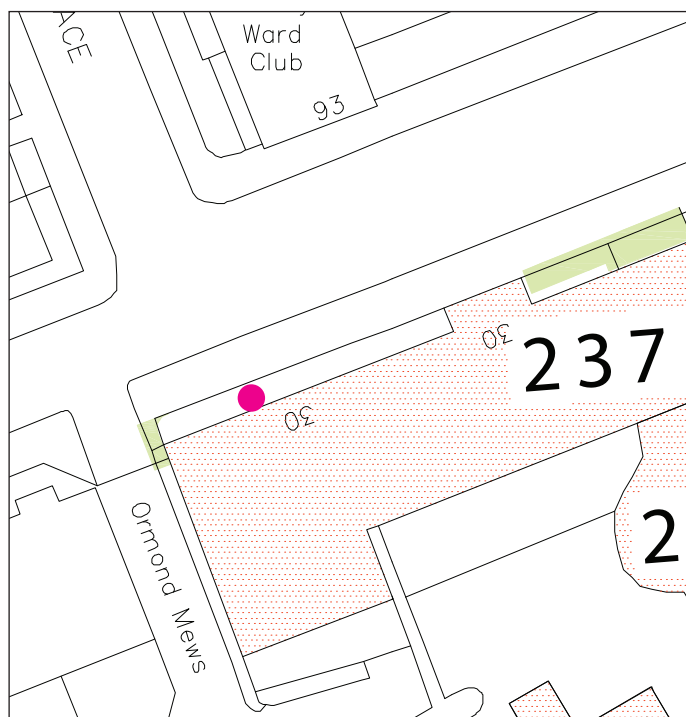


Proposed sign montage

Sign type:
Campus map Monolith 500 mm x 2300 mm



Colour Ref:
Mid-Tone Stone
(conservation Area)



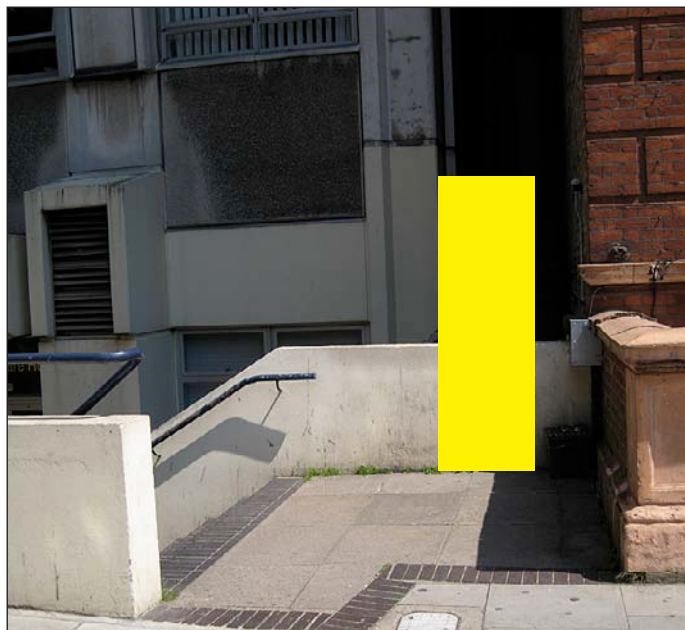
Sign location plan
(scale: 1:500 @ A4)



Sign No. 21: Building Number 242 - 22 QUEEN SQUARE, LONDON, WC1N 3RX



Existing photo

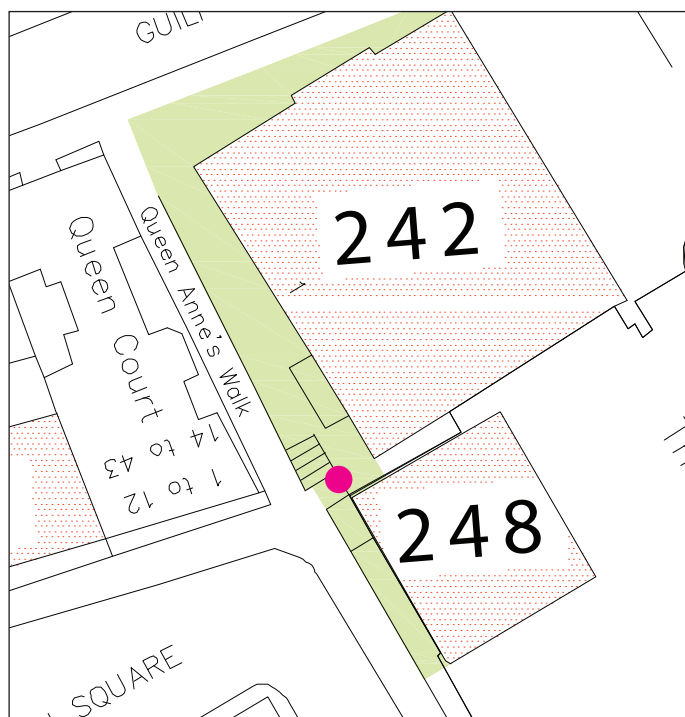


Proposed sign montage

Sign type: Campus map Monolith version

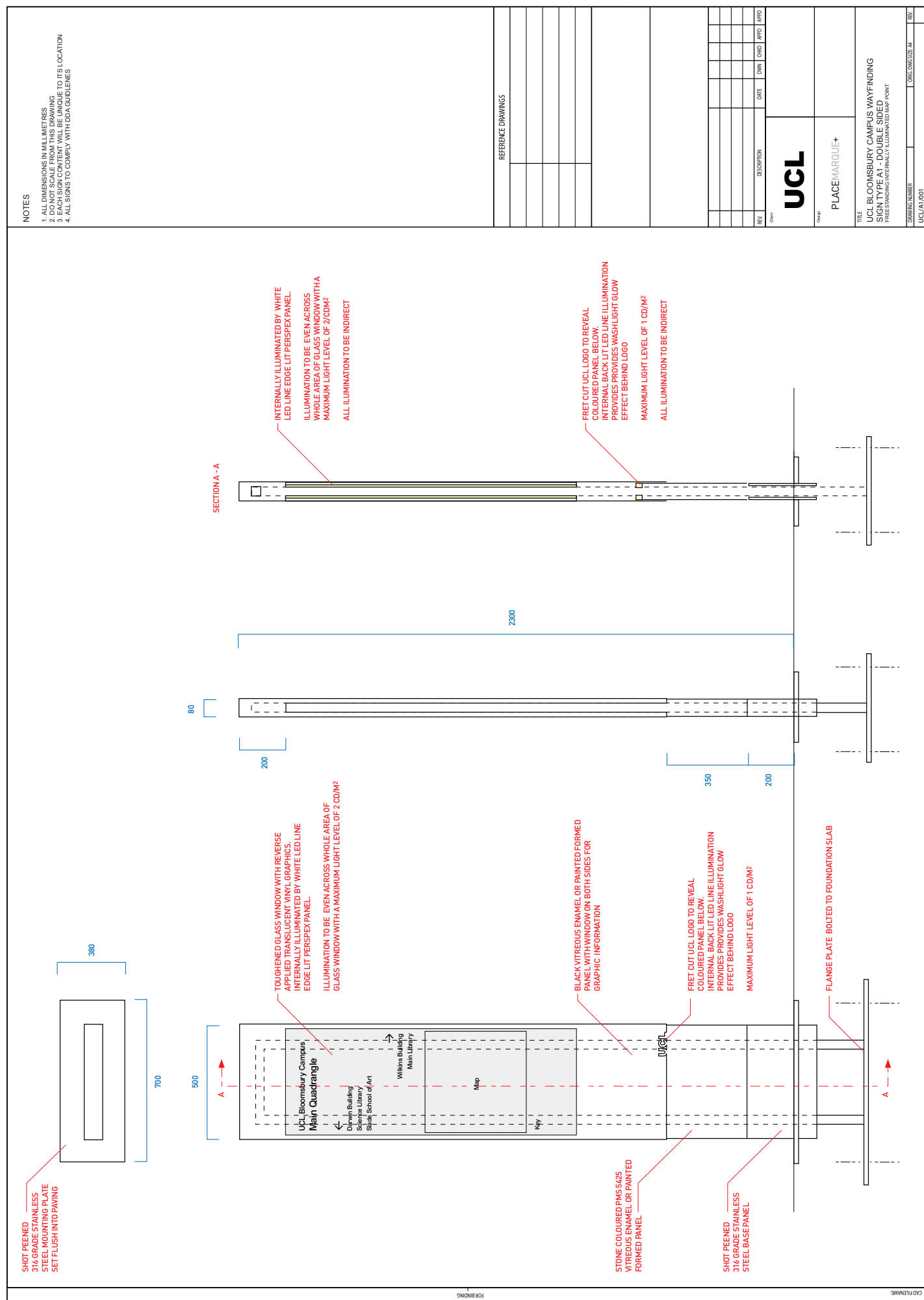


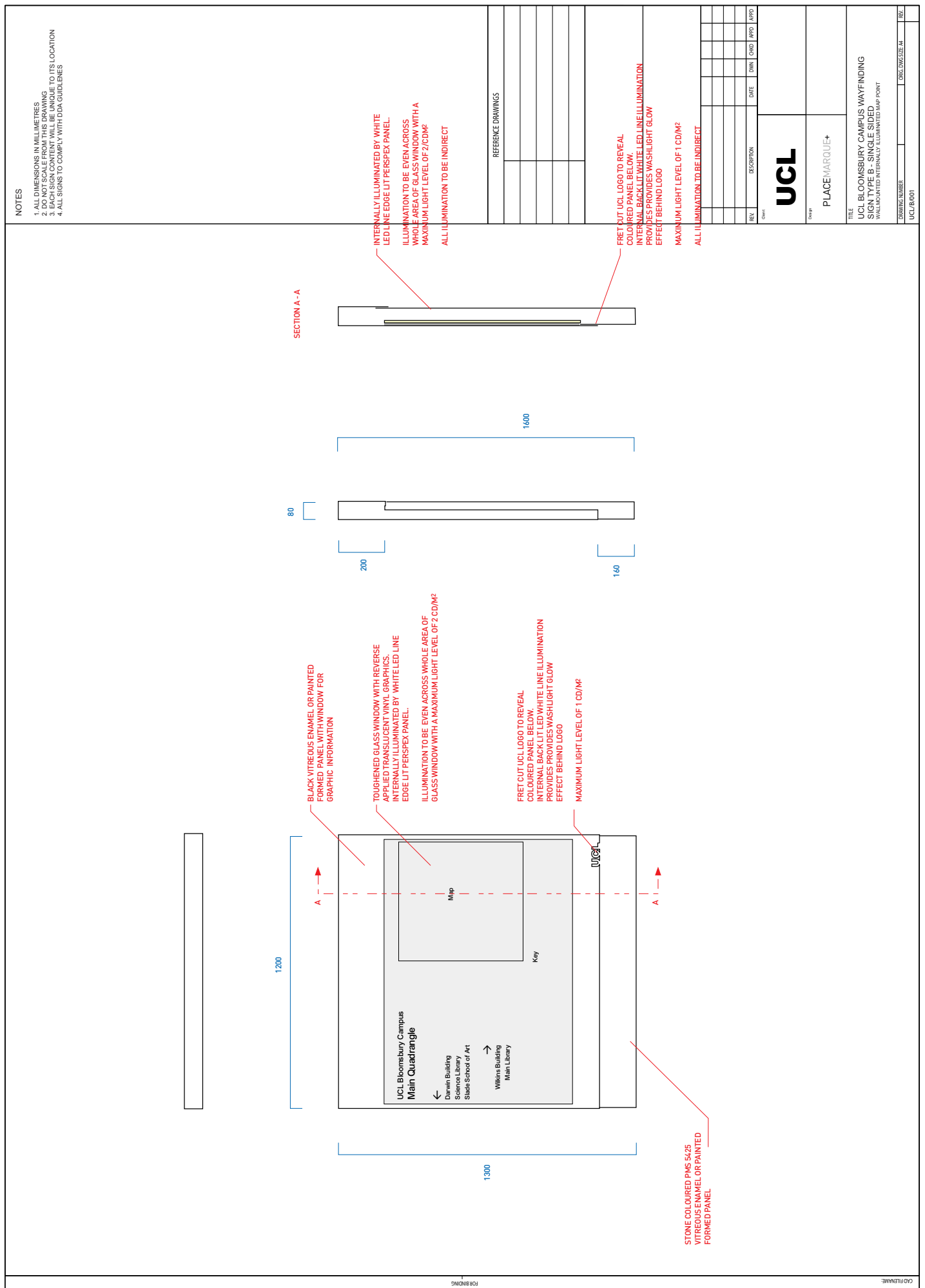
Colour Ref:
Mid-Tone Stone
(conservation Area)



Sign location plan
(scale: 1:500 @ A4)







[illegible]

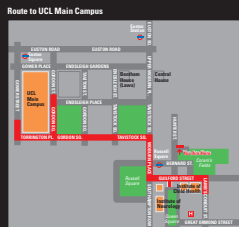
UCL Health Cluster
Xxxx xxxxx



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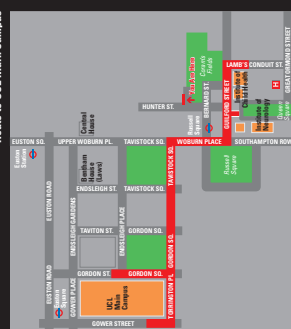
DEL BUILDINGS			
Camille Baerle Building	05	Queen Square (2)	04
Chandler House	C1	School of Pharmacy	C2
Grand Ormond Street (04)	04	The Withens Centre	0327
Grand Ormond Street (02)	04	Waldfield House (1)	C1
 Iscolford Street (04)	04	Weston Trust Building	04
Long Street (8)	01	OTHER BUILDINGS	
Master Yard (4)	15	Charles Dickens Museum	F5
Mosmann House		Foundling Museum	C02
Ormond House		 Grand Ormond Street Hospital	C3
 Philip Uttam Wing	04	Hotel President	A1
Queen Square (7)	05	Hotel Russell	A1
Queen Square (9-11)	05	International Hall	C1A
Queen Square (12)	05	Landon House	0/4
Queen Square (17-19)	05	 The Brunswick	0/23
Queen Square (22)	04	 The National Hospital	04



UCL Health Cluster



Route to UCL Main Campus

[illegible]