

Regent's Place

Wayfinding and Pedestrian Signage

Application for Planning Permission and
consent to display advertising
(Including plans, design statement and access statement)

23rd November 2009



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1. Introduction

This document has been compiled in support of an application for planning permission and an application for consent to display advertisements.

The applicant, British Land, proposes to replace all existing signage and introduce some new signage in order to better link the Regent's Place Estate to the surrounds. As well as identifying businesses and facilities on the Estate, the signage will clearly direct pedestrians to public transport links and locations off site. A series of pre-application discussions with officers at the London Borough of Camden and Transport for London have allowed the signage strategy to evolve to incorporate the Legible London concept whilst reinforcing the Regent's Place brand and identity.

The signage concept has been developed to allow updates to be made easily so that information likely to change in the lifetime of the signage (i.e. the name of a building occupier or retailer) can be updated as necessary. As such the detail of the signage in terms of the mapping will change periodically. However the mapping will retain the characteristics demonstrated by the application including dimensions, lettering style and size along with the Legible London style which has been adapted. The structures themselves will be constructed as per this submission and will not change.

This document outlines the signage strategy and concept, explains the detailed design of the signage including materials, details how disabled access and access to public transport have been central to developing the strategy, and finally identifies the location and characteristics of each of the proposed signs.

2. The Signage Strategy

Signage Function

- Provide easy to understand navigation on and around Regent's Place
- Branding of the 'Regent's Place' development
- Dual function - wayfinding and lighting solution
- Use of consistent materials with existing urban realm
- Important to provide a 'gateway' feature at principle entry/exit points
- Communicate the quality of the development
- Replace existing substandard signage
- Incorporate Legible London

Branding

The new Regent's Place branding will be applied to the signage. This will act as a tool to unify the site and create a sense of gateway and crossing of a threshold on entering the site. The Regent's Place brand communicates the quality of the development and is a vital tool in creating a sense of place.



REGENT'S PLACE

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ABCDEFGHIHJKLMNOPQRSTUVWXYZ()&%£!

Coordinate mapping with Legible London pilots but retain Regent's Place branding and unique sense of place

- Heads up mapping
- Wider area maps
- Legible London flag
- Walking man symbol

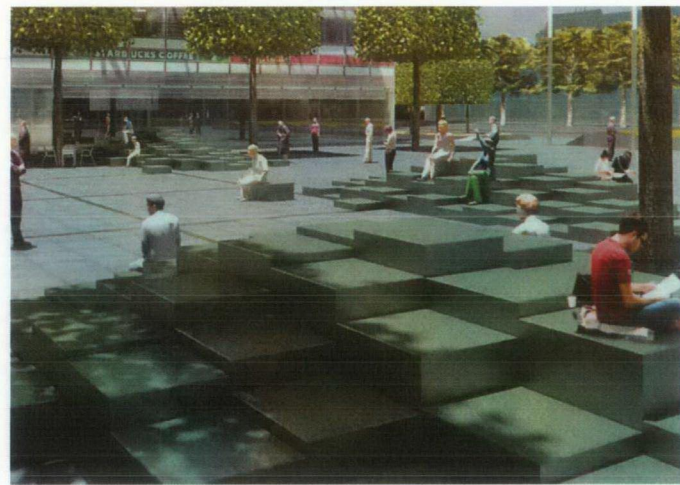
A series of meetings have been held with Transport for London and Camden Council to discuss how Legible London mapping can be reflected in the design of the signs whilst retaining Regent's Place unique branding. The Legible London yellow 'flag' has been introduced to the top of the graphic panel to create a visual link between the Regent's Place signs and proposed Legible London signs in Camden. Maps appear 'heads up' and an additional wider area map has been included to aid route planning, this approach matches the current Legible London mapping convention.

The maps included in this application are in draft form only, the final map content will be coordinated with TFL to ensure they contain the latest information and nomenclature.

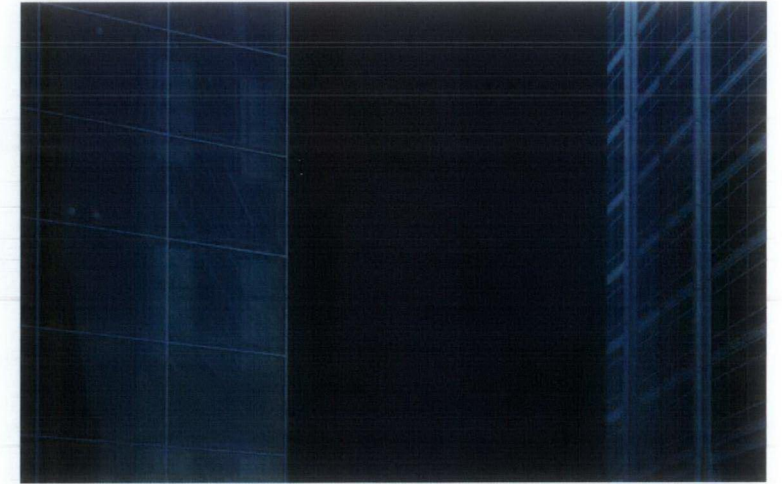
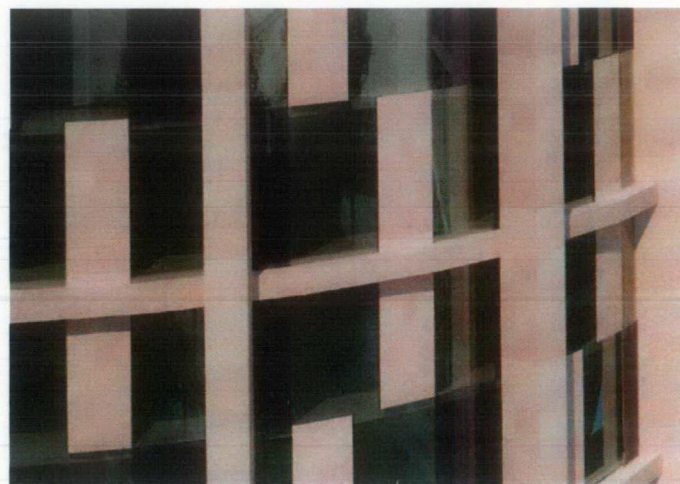


Sign Design Context and Themes

The context and themes prevalent on the Regent's Place Estate have been identified and inform the signage design:



Square and cubed landscape forms and planting

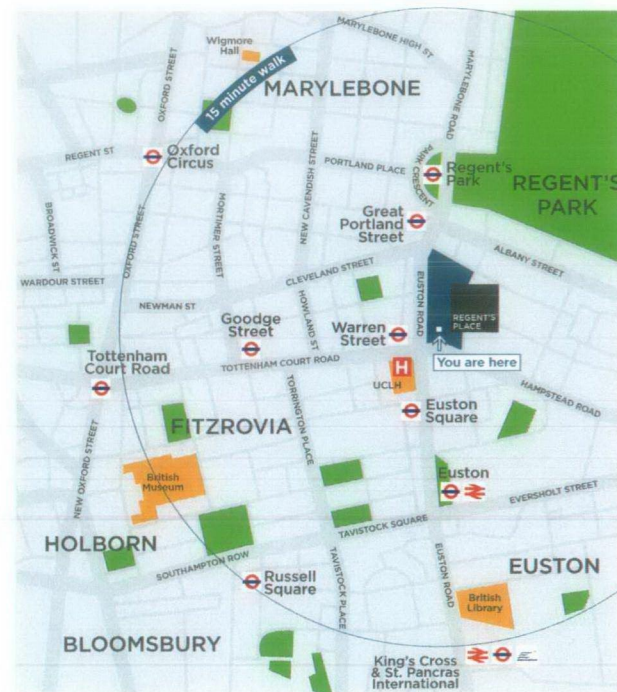


Square and rectangular architectural form

Mapping

The new sign family will incorporate a series of Map Points as an aid to navigation. These maps will always appear in a 'heads up' orientation and will encourage the user to develop a 'mental map' of the site, understanding their location in relation to their environment and to navigate using landmarks and natural desire lines

There will be a site map for Regent's Place and a wider area map to show Regent's Place in relation to nearby destinations. As explained in the introduction the mapping will be updated periodically.



Wider Area Map



Note: All map content is for visualisation purposes only. Final content TBC.

Regent's Place
Site Map

Sign Hierarchy

Just like the size of roads and paths, the size of signs will also express hierarchy. Large signs are intuitively understood to be more important. They may be more essential or may address more people. These act as main gateways and define the threshold to the site. Smaller gateway signs are used for secondary gateways, with map points and building signs decreasing in size and scale as the user travels to their end destination.

Note: Existing fingerposts and some building signs will be retained and refurbished and as such planning permission and advertisement consent is not sought for the existing fingerposts or existing building signs.



3. Sign Design

Materials

The signs have been designed to complement the landscape environment of Regent's Place, incorporating materials and finishes utilised in the paving and buildings of the site. The aim of the signage is to create a suite of directional signs that is distinctive and unique to Regent's Place, but also relates to and appear to be an integral part of the public realm. Detailed information of materials and finishes are given in the detailed drawings section of this document.

Access

The signs have been designed to comply with all current DDA standards and codes of practice. The type sizes used on the map panels are larger than those currently used in the Legible London scheme and colours and contrast of all graphics have been developed to provide the optimum legibility for partially sighted users. The height of the maps and legends have been designed to be easily read by all types of user including wheelchair users.

The location of the signs have been carefully chosen to allow for maximum legibility for all user types with wheelchair users having full access to the map points at all locations.

The signage will maximise the use of public transport to and from the site by clearly identifying stations and indicating their direction and distance.

Maintenance

Maintaining a high quality environment is fundamental to Broadgate Estates vision for Regent's Place. All elements of the public realm including the signage on the development will undergo regular weekly cleaning by an on-site team, with any damage or defects reported to the manufacturer who will rectify problems as part of an ongoing maintenance contract.

Updating of signs

The design of the signs allows for maps and legends to be easily updated. The map is printed on to vinyl and reverse applied to a glass panel. This panel is backlit by dimmable LED light sources. To maintain the colour and quality of the graphic panels it is expected that they will be replaced at least once a year; this will also give the opportunity to update the mapping to the latest configuration. As part of their contract, the chosen manufacturer will retain a duplicate set of glass panels so that updated maps can be quickly printed and fitted to the glass off-site, allowing for all the sign graphics to be updated in a single site visit.

CGI showing 5m Primary Node



NB: for illustrative purposes only.