UCL CAMPUS WAYFINDING

Site 1

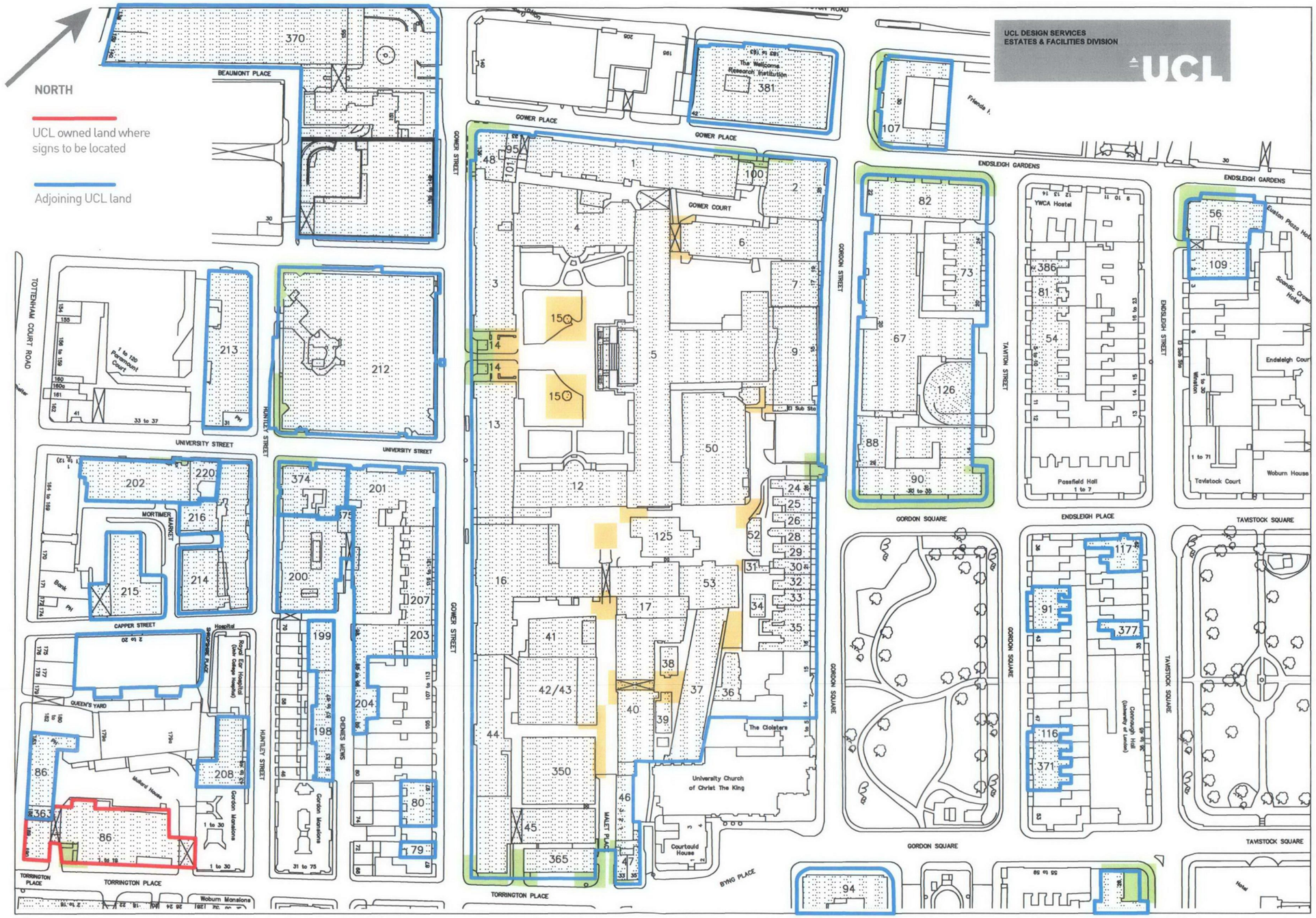
PLACEMARQUE+

All Proposed Node Locations • ⑩

This application • ①

NORTH

Land Ownership Plan



Design Statement

This project is for the erection of new campus wayfinding signs for University College London to help students and visitors find their way more easily around the campus.

The Bloomsbury campus is tightly packed, with many interlinked buildings and pedestrian routes that link the buildings internally and between levels, and for many buildings the entrances are located off internal courtyards and routes.
To the first time visitor and new students this network of buildings and routes is very confusing.

There are very old notice board type signs currently located on walls around the campus which contain maps, but these are out-of-date and insufficient to adequately help with wayfinding.
In addition UCL has recently undergone a rebranding exercise and has resigned all its buildings with new plaque signs located at the main entrances to each building. It is proposed here to then further reinforce the College identity, and improve pedestrian movement around the campus by removing the existing wall mounted campus notice boards and replacing them with new freestanding monolith or wall/railing mounted signs which contain a revised campus map, and key directional information.

The new signs will all be located on UCL owned/leased land.

The signs are designed to follow the styling of the new building entrance signs already installed, which are constructed as two trays. The top being black and then with a coloured undertray. However unlike the building signs 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 signs will be constructed from a internal steel frame and clad in a black Vitreous enamel or 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 on both sides of the sign 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.

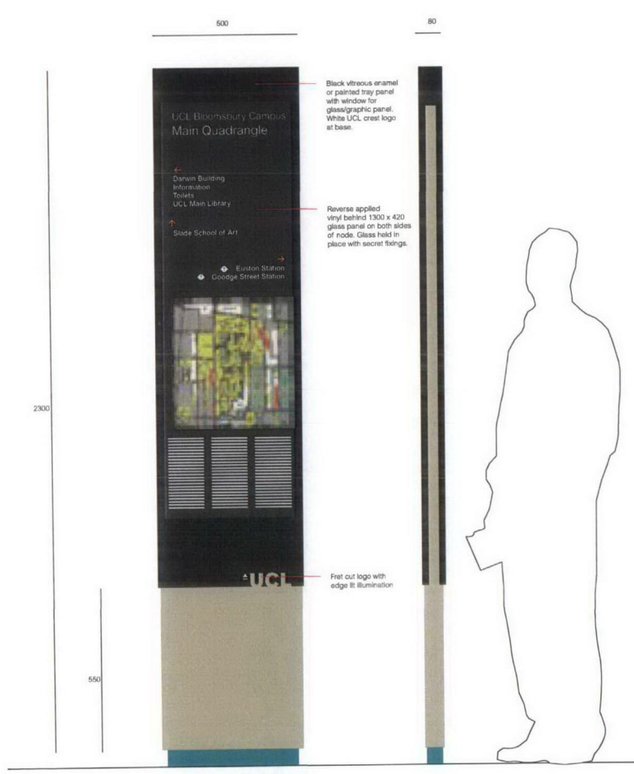
The wall/railing mounted versions will be singlesided.

The coloured underpanel will be painted 'dark stone' to match the colour agreed for the building entrance signs.

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 railings or wall mounted the steel frame will be clamped to existing structure of the building or to the railings.

All ground finishes will be made good.

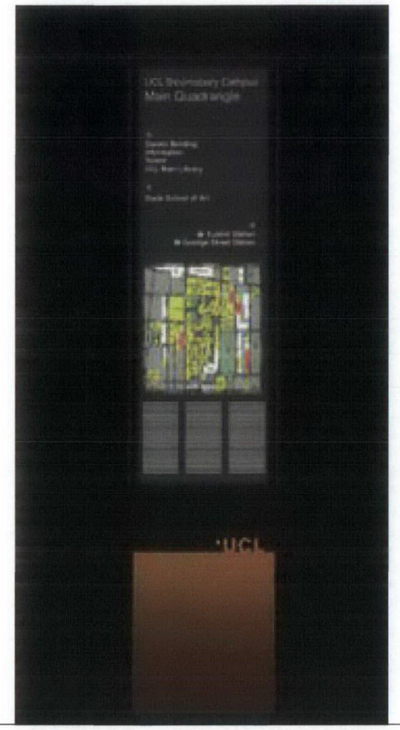
SIGN FAMILY



NODE FREESTANDING (Type A)

WALLMOUNTED 1 (Type B)

WALLMOUNTED 2 (Type C)



LIGHTING
Reinforced glass window with reversed applied translucent vinyl graphics. Internally illuminated by white LED line edge lit perspex panel. Panel sited behind glass to give an even indirect illuminated glow across graphic area.

UCL logo to have internal back lit LED line illumination to provide washlight glow effect behind fret cut logo.

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

SIGN FAMILY

SHOT PEENED
316 GRADE STAINLESS
STEEL MOUNTING PLATE
SET FLUSH INTO PLINTH

380

700

500

BLACK VITREOUS ENAMEL OR PAINTED FORMED PANEL WITH WINDOW ON ONE SIDE FOR GRAPHIC INFORMATION

TOUGHENED GLASS WINDOW WITH REVERSE APPLIED TRANSLUCENT VINYL GRAPHICS. INTERNALLY ILLUMINATED BY WHITE LED LINE EDGE LIT PERSPEX PANEL.

ILLUMINATION TO BE EVEN ACROSS WHOLE AREA OF GLASS WINDOW WITH A MAXIMUM LIGHT LEVEL OF 2 CD/M²

UCL Bloomsbury Campus
Main Quadrangle
Darwin Building
Sciehce Library
Slade School of Art
Wilkins Building
Main Library
Map
Key

FRET CUT UCL LOGO TO REVEAL COLOURED PANEL BELOW. INTERNAL BACK LIT LED LINE ILLUMINATION PROVIDES PROVIDES WASHLIGHT GLOW EFFECT BEHIND LOGO

MAXIMUM LIGHT LEVEL OF 1 CD/M²

STONE COLOURED PMS 5425
VITREOUS ENAMEL OR PAINTED
FORMED PANEL

SHOT PEENED
316 GRADE STAINLESS
STEEL BASE PANEL

FLANGE PLATE BOLTED TO FOUNDATION SLAB IN PLINTH

80

200

1600

80

80

SECTION A - A

INTERNALLY ILLUMINATED BY WHITE LED LINE EDGE LIT PERSPEX PANEL.

ILLUMINATION TO BE EVEN ACROSS WHOLE AREA OF GLASS WINDOW WITH A MAXIMUM LIGHT LEVEL OF 2/CDM²

ALL ILUMINATION TO BE INDIRECT

FRET CUT UCL LOGO TO REVEAL COLOURED PANEL BELOW. INTERNAL BACK LIT LED LINE ILLUMINATION PROVIDES PROVIDES WASHLIGHT GLOW EFFECT BEHIND LOGO

MAXIMUM LIGHT LEVEL OF 1 CD/M²

ALL ILUMINATION TO BE INDIRECT

NOTES

1. ALL DIMENSIONS IN MILLIMETRES
2. DO NOT SCALE FROM THIS DRAWING
3. EACH SIGN CONTENT WILL BE UNIQUE TO ITS LOCATION
4. ALL SIGNS TO COMPLY WITH DDA GUIDLENES

REFERENCE DRAWINGS

REV.	DESCRIPTION	DATE	DWN	CHKD	APPD	APPD

Client
UCL

Client
1:20 at A4

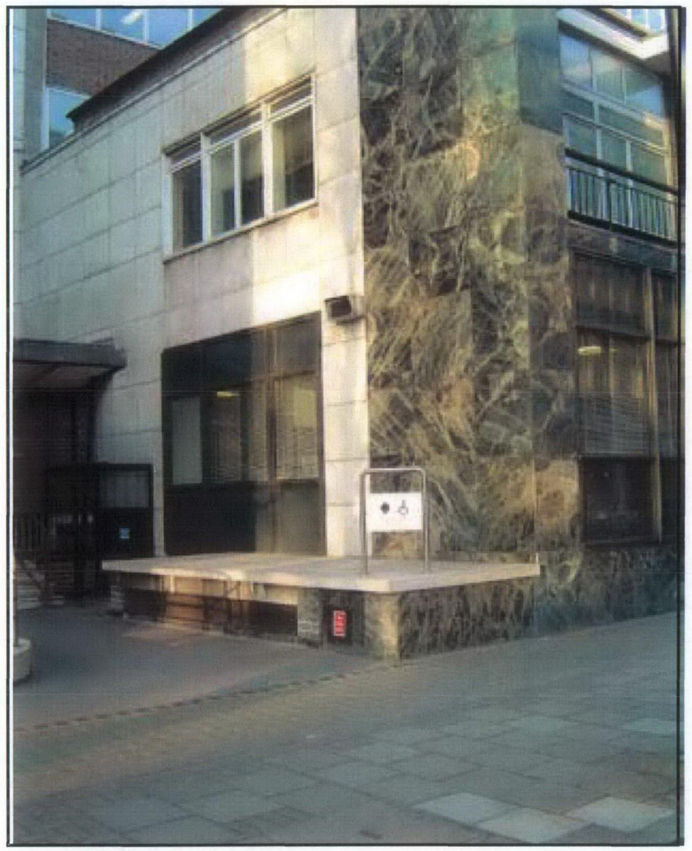
Design
PLACEMARQUE+

TITLE
UCL BLOOMSBURY CAMPUS WAYFINDING
SIGN TYPE A2 - SINGLE SIDED
FREESTANDING INTERNALLY ILLUMINATED MAP POINT

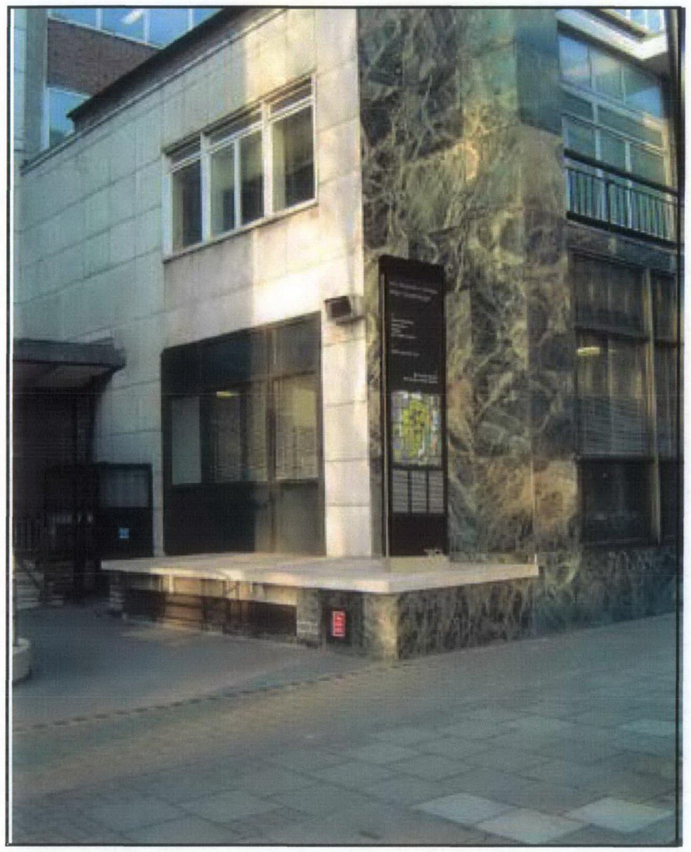
DRAWING NUMBER		ORIG. DWG SIZE: A4	REV.
UCL 2009 002			

FOR BINDING

SIGN 1
Torrington Place



Existing site

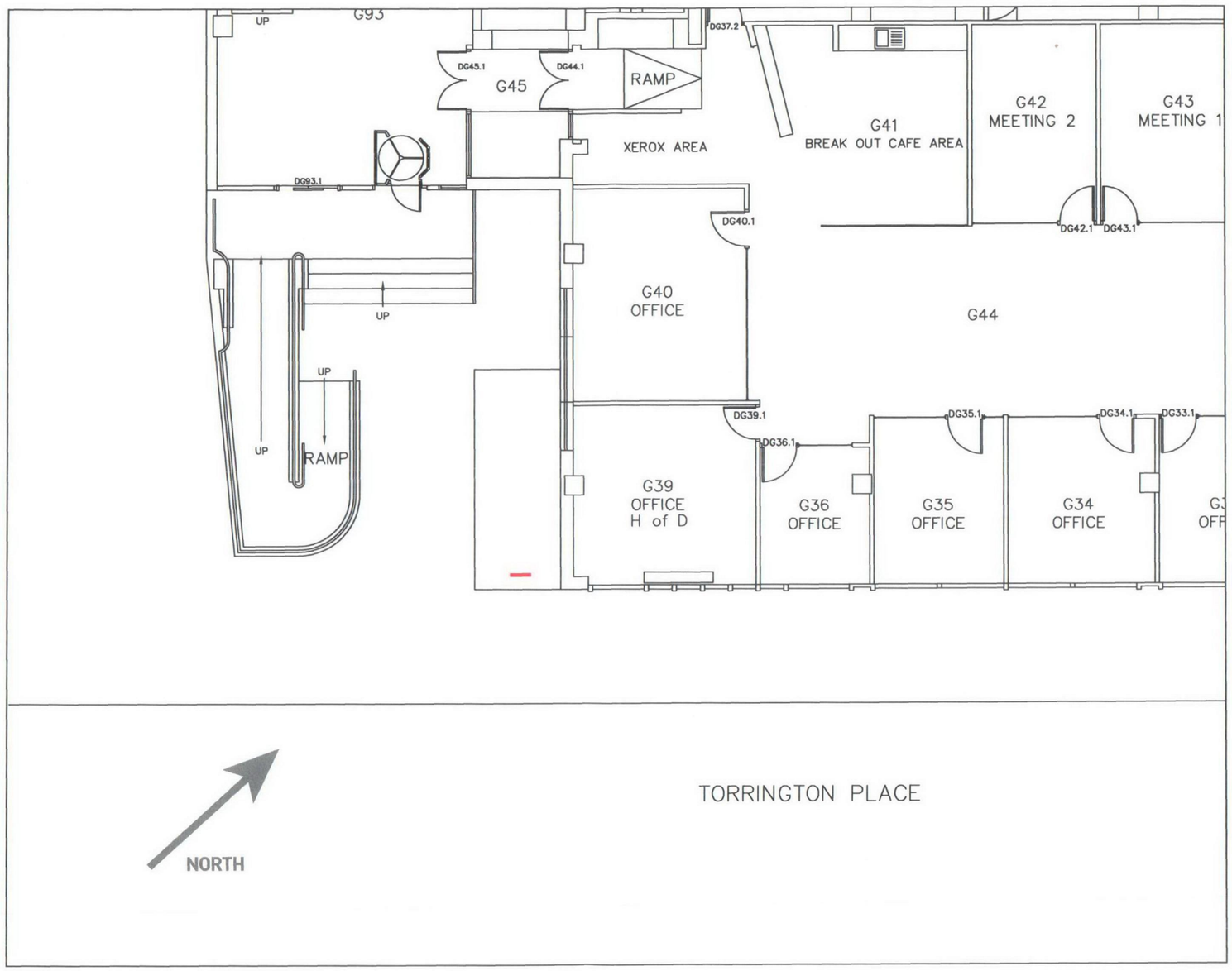


Proposed sign

Notes:

Sign 1 - Type A (freestanding node)

SIGN 1
Torrington Place



Notes:

Sign 1 - Type A (freestanding node)
approx. 1:200 scale