

Site status

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Issue	Date	Notes	Approved
A	12 August 2007	Initial scheme for approval.	ENDPOINT
A-PP	13 September 2007	Submission for planning approval	

Site category
Regular site

Concept
Solus

Is brand separation possible?
N/a as standalone site

Is planning required?
Yes: new brand scheme

Approvals required	Submitted	Received
☒ Marketing	12/09/2007	12/09/2007
☐ Restaurants		
☒ Landlord		
☒ Operations		
☒ Planners		



Site rebrand scheme
483 – London Hampstead: Brasserie Chez Gerard

Site rebrand scheme: 483 - London Hampstead

Site Information

SITE DETAILS

Site name London Hampstead: Brasserie Chez Gerard
Address 215 Haverstock Hill
Hampstead
London

NW3 4RB
Telephone 0870 850 6328
Facsimile 0870 8506329
Email londonhampstead.pti@whitbread.com

Site contacts	Contact name	Mobile	Contact type
	Anette Cave		General Manager
	Tony Hopkins		Manager

LANDLORD

Tenure Leasehold
Landlord name B A Zucker
Address

Contact name
Telephone
Facsimile
Email

LOCAL TOWN PLANNING AUTHORITY

Authority name Camden, London Borough of
Address Camden Town Hall, Judd Street, London WC1H 9JE
Telephone 020 7278 4444
Website www.camden.gov.uk

SITE DETAILS

Region London
Category Solus
Concept Solus
Original brand Holiday Inn

Number of rooms 143
Car park spaces 60
Meeting rooms

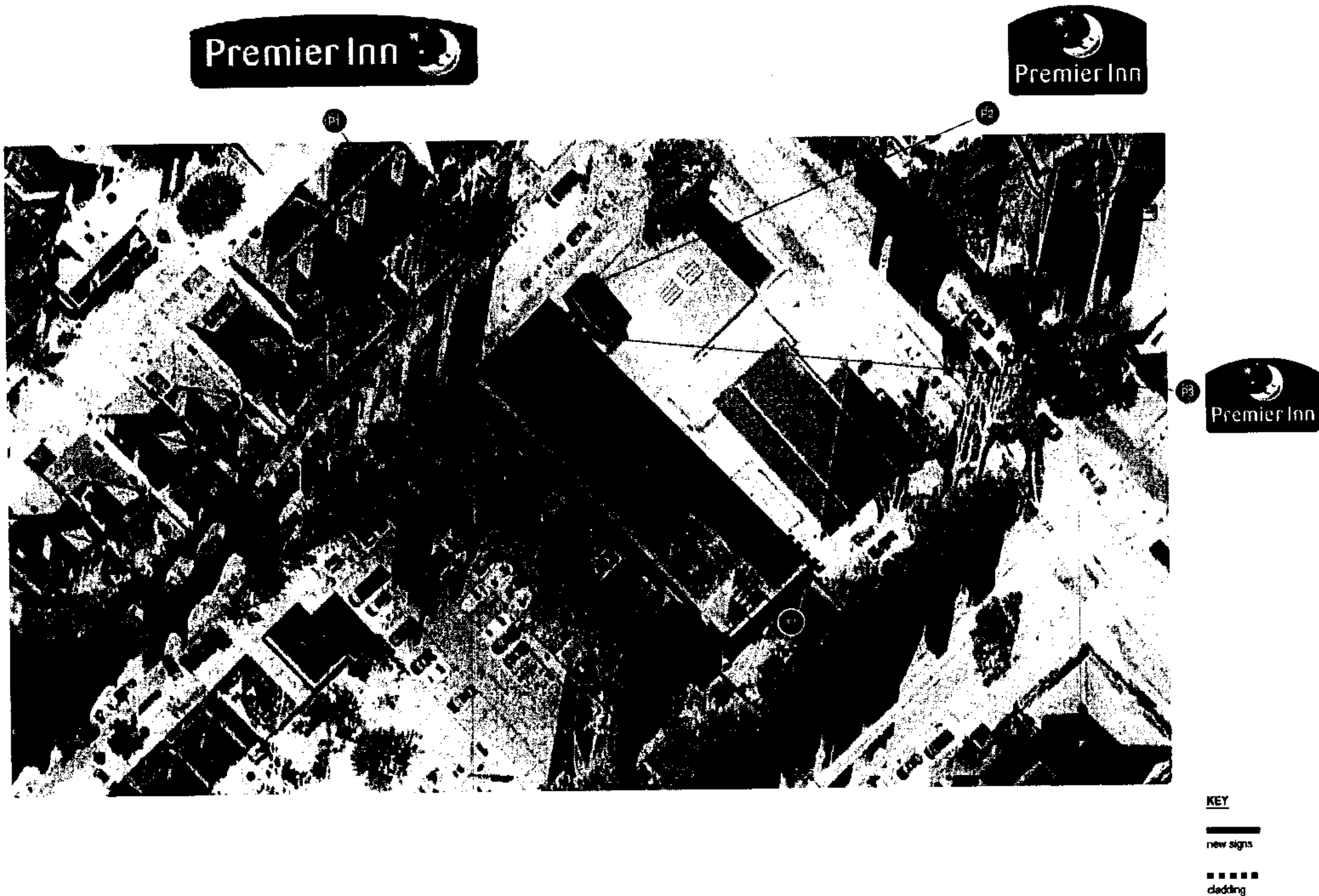
Other on-site brands ☐ Brewers Fayre ☐ Bar Est ☐ Slice
(Whitbread brands) ☐ Beefeater ☐ Costa Coffee ☐ Touchbase

Previous rebrand Sign contractor:
Flexcase system: , skin supplier:

ADDITIONAL INFORMATION

Trees surround much of the hotel making visibility of signage an issue.

Planning plan



EXTERNAL – schedule

Key: E: External N: Internal P: Proposed

Code	Generative ID	Sign type / sign location / lighting	Sign size	Quantity	Site specific	Notes
P1		Lightbox – 'headboard' LANDSCAPE Internally illuminated curved (header & min. 150mm corner radii) aluminium 'headboard' flexcase complete with 5 year colourfast digitally printed direct-to-media flexface. Stand-off locators with reverse purple halo glow. Internally illuminated using T8 tri-phosphor fluorescent tubes giving illumination levels of approximately 1500 candelas per square metre. Purple background is opaque with only wordset and roundel being illuminated. Reverse purple halo glow.	6400mm width x 1620mm height x 220mm depth	1	Fixing: Installation: High level access required. Mounting surface: Building elevation. Remedial work: Remove existing lightbox, make good wall.	Full technical site survey required. Actual dimensions to be checked by manufacturer prior to construction.
P3		Lightbox – 'headboard' MASTER Internally illuminated curved (header & min. corner radii) aluminium 'headboard' flexcase complete with 5 year colourfast digitally printed direct-to-media flexface. Stand-off locators with reverse purple halo glow. Internally illuminated using T8 tri-phosphor fluorescent tubes giving illumination levels of approximately 1500 candelas per square metre. Purple background is opaque with only wordset and roundel being illuminated. Reverse purple halo glow.	3713mm width x 2415mm height x 220mm depth	1	Fixing: Installation: High level access required. Mounting surface: Building elevation. Remedial work: Remove existing 'individual letters' sign, make good wall.	Access issues above cafe. Full technical site survey required. Actual dimensions to be checked by manufacturer prior to construction.
P2		Lightbox – 'headboard' MASTER Internally illuminated curved (header & min. corner radii) aluminium 'headboard' flexcase complete with 5 year colourfast digitally printed direct-to-media flexface. Stand-off locators with reverse purple halo glow. Internally illuminated using T8 tri-phosphor fluorescent tubes giving illumination levels of approximately 1500 candelas per square metre. Purple background is opaque with only wordset and roundel being illuminated. Reverse purple halo glow.	4012mm width x 3150mm height x 220mm depth	1	Fixing: Installation: High level access required. Mounting surface: Building elevation. Remedial work: Remove existing 'individual letters' sign, make good wall.	Access issues above cafe. Full technical site survey required. Actual dimensions to be checked by manufacturer prior to construction.
X1		Painting - external cladding Painting to existing substrate None	26000mm width x 1250mm height x n/a depth	1	Fixing: Installation: Paint grey over purple cladding. (Refer to photovisual for P1.) Exact colour TBD. Mounting surface: Building elevation. Remedial work:	Full technical site survey required. Actual dimensions to be checked by manufacturer prior to construction.



Proposed



Existing

Photovisual



Proposed



Existing

Photovisual



Proposed



Existing

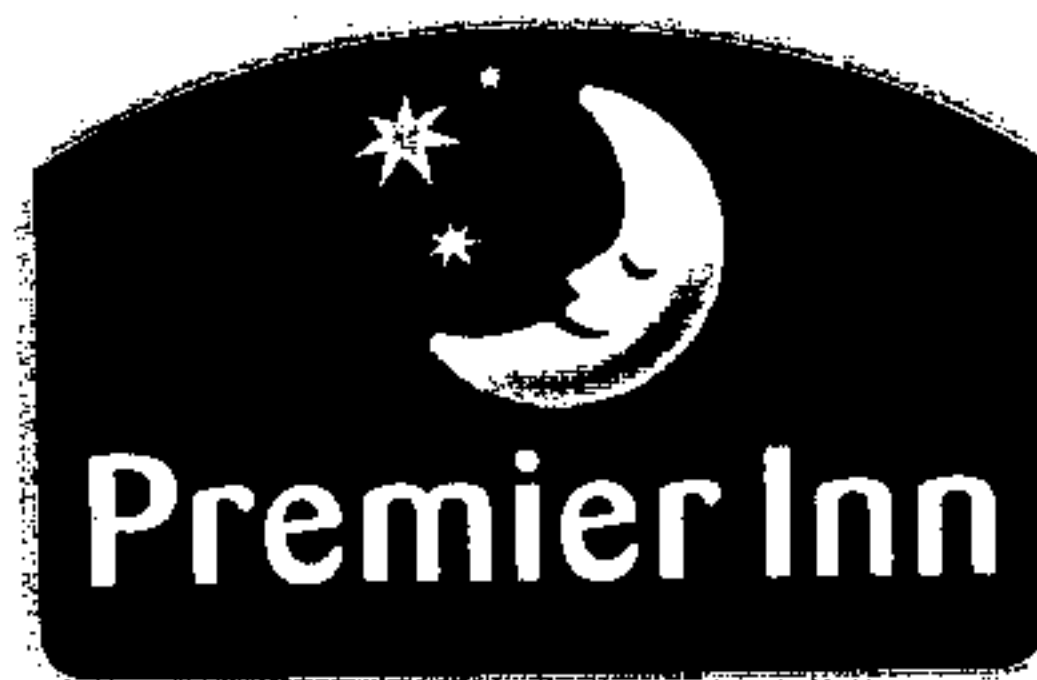
DAY



MASTER LOGO
Width to height ratio = 1:0.65

NIGHT

Purple background is opaque, i.e. does not illuminate. Only moon, stars and text illuminate with reverse halo glow.



LANDSCAPE
Width to height ratio = 1:0.25

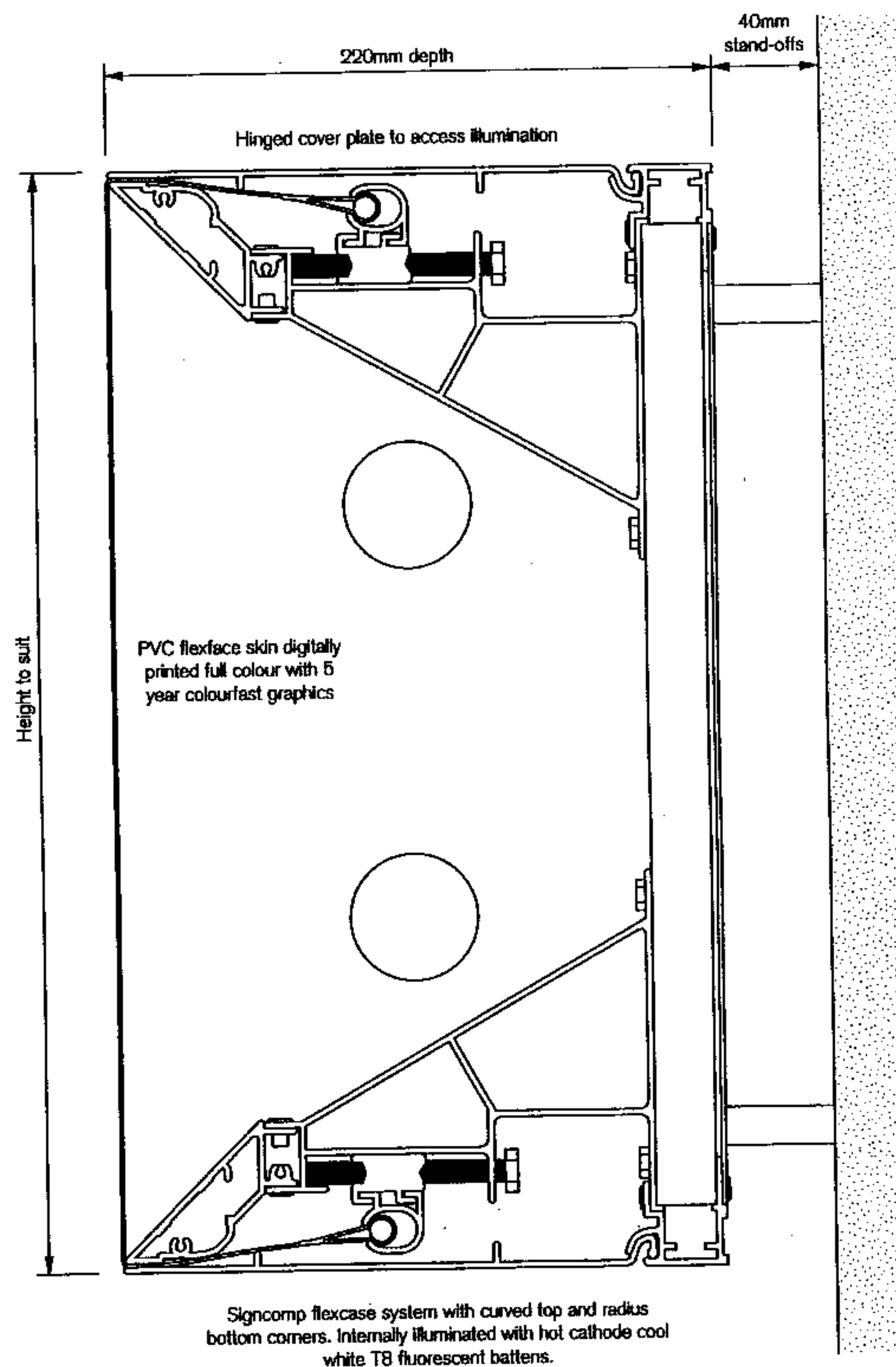


Flexskin lightbox typical cross section

Thursday 5 July 2007

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