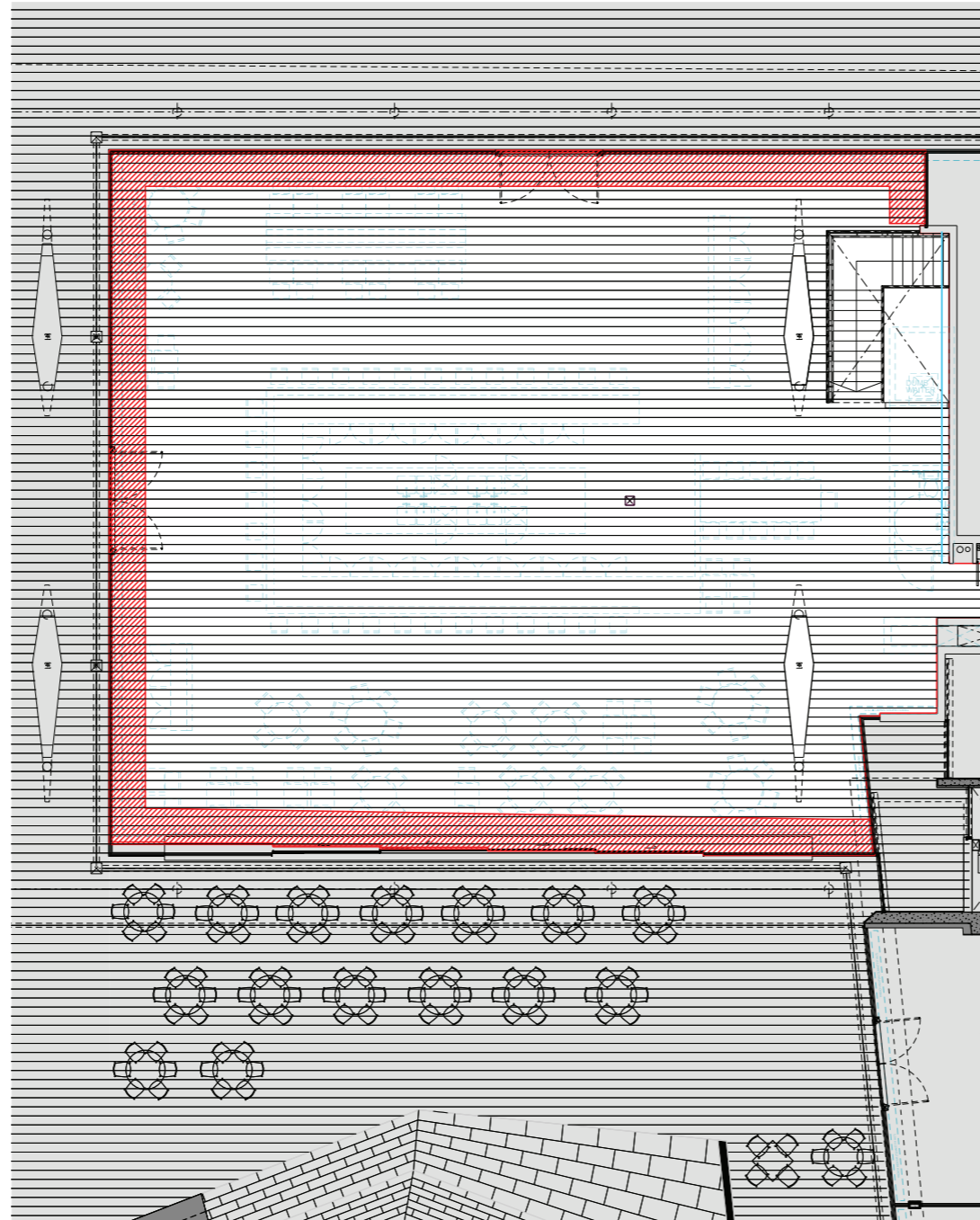
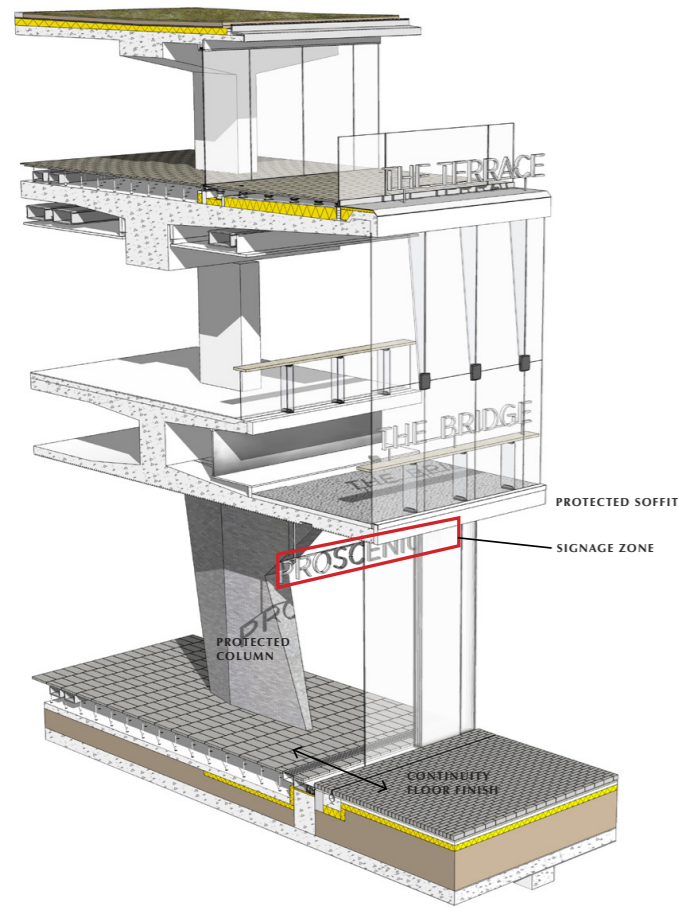


5.28 SIGNAGE STRATEGY

A comprehensive wayfinding program would promote a clear, consistent and efficient user experience throughout the Centre Point complex.

A number of fonts have been designed to complement the existing building, and provide wayfinding and orientation to visitors.

The Centre Point 'Stencil' font has been designed especially for the development, and it is the font used for each retail unit's entrance signage, and directional signage around the site.

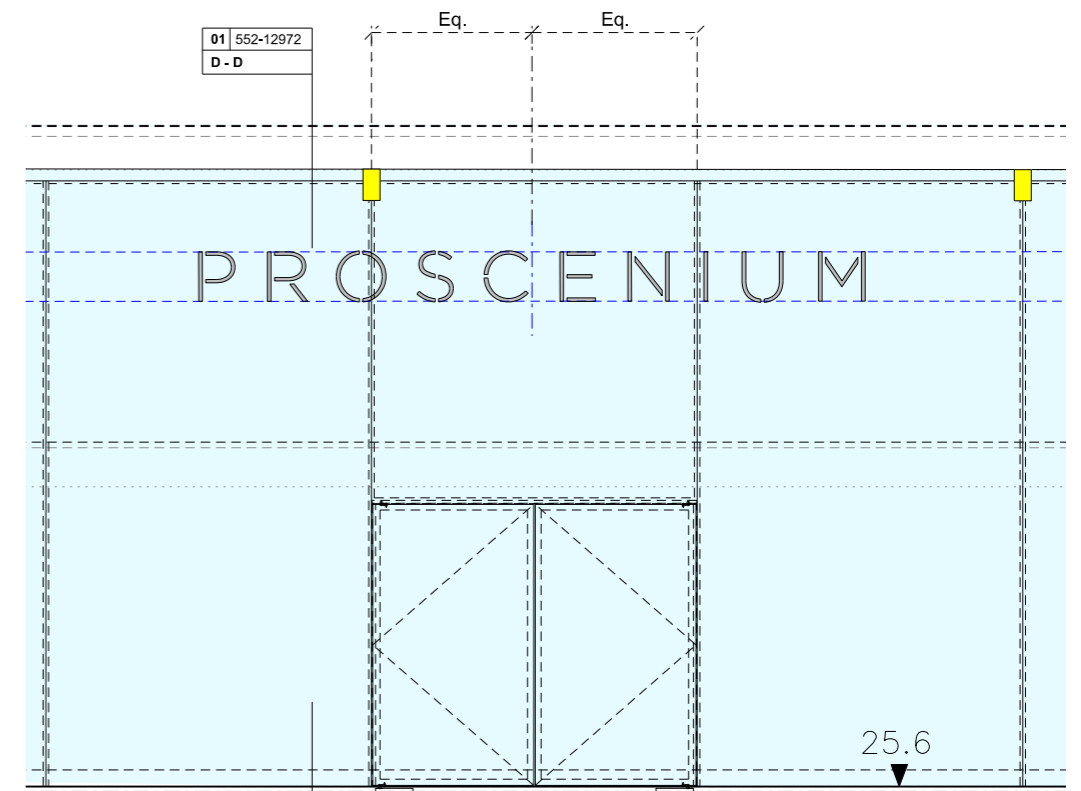


Red zone allocated for signage in Retail Specification and Vision Document

ABCDEFGHI
 JKLMNOPQ
 RSTUVWXYZ
 0123456789

Centre Point Stencil Font

The signage will be suspended as a free hanging element rather than applied to the glass.



Retail unit - North Elevation Signage Set-out Principles

5.29 EXISTING EXTERNAL APPEARANCE: VIEW FROM PUBLIC REALM
TO NEW OXFORD STREET



View from St. Giles Street to New Oxford Street: Existing