

Advertisement Application

Hub – London, Goodge Street

endpoint.

Project Number
7933

Revision
F-AA

Date
30.10.2015

.....
Client



Heritage Status

- Within a conservation area
- A listed building

Statutory Requirements

- Advertisement Consent
- Listed Buildings Consent
- Planning Application for Lighting

Site Information

SITE DETAILS

Site Name

London Goodge Street

Address

Brook House
2-16 Torrington Place
London
WC1E 7HB

Site Contacts

Simon Lancaster (Whitbread)
Mob: 07836 614600
Email: simon.lancaster@whitbread.com

Toby Wait (Tower 8)
Mob: 07799 038758
Email: toby.wait@eu.jll.co

LANDLORD

Name

-

Address

-

Contact Name

-

LOCAL TOWN PLANNING AUTHORITY

Authority Name

Camden Council

Address

Planning – Development control
Camden Council
Camden Town Hall
Judd Street
London
WC1H 8ND

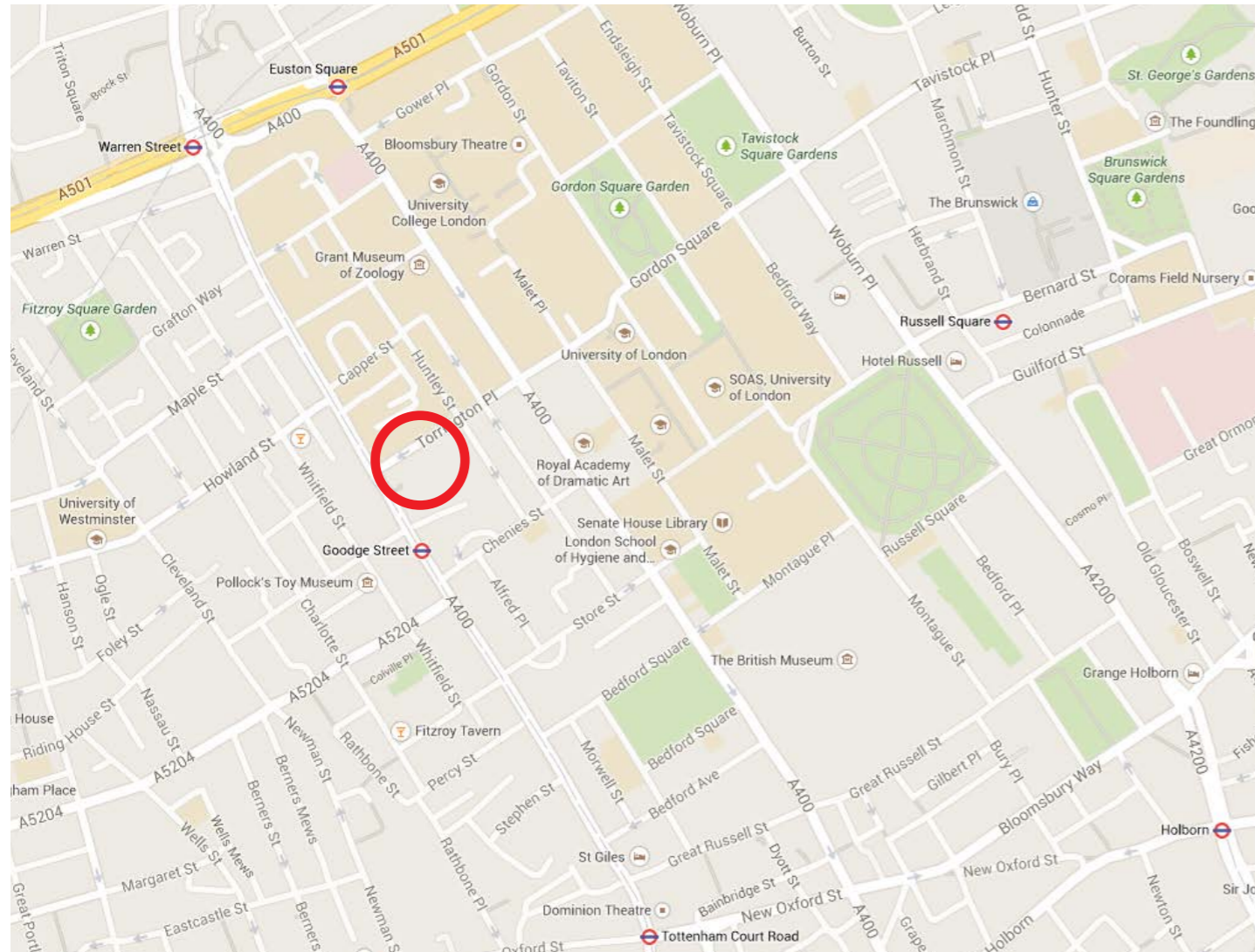
Telephone

0207 974 4444

Website

www.camden.gov.uk

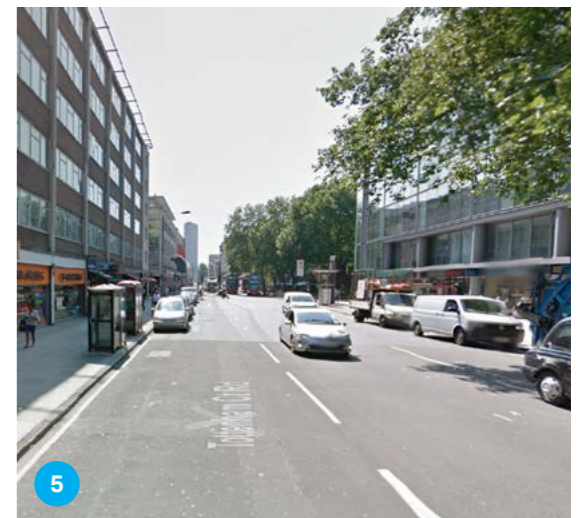
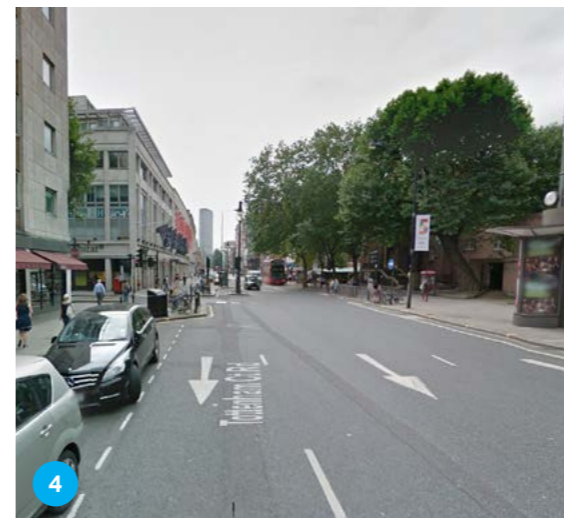
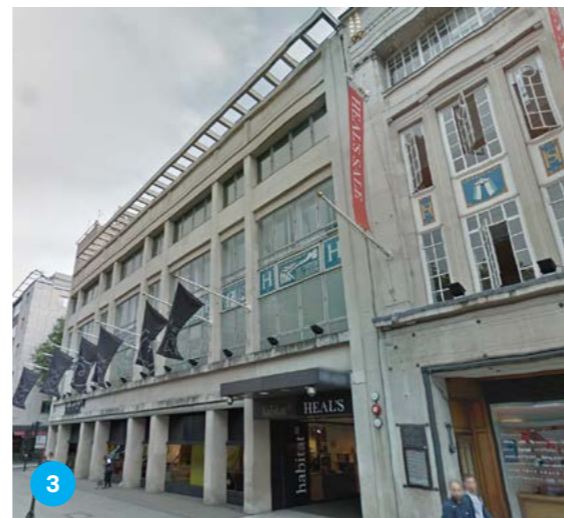
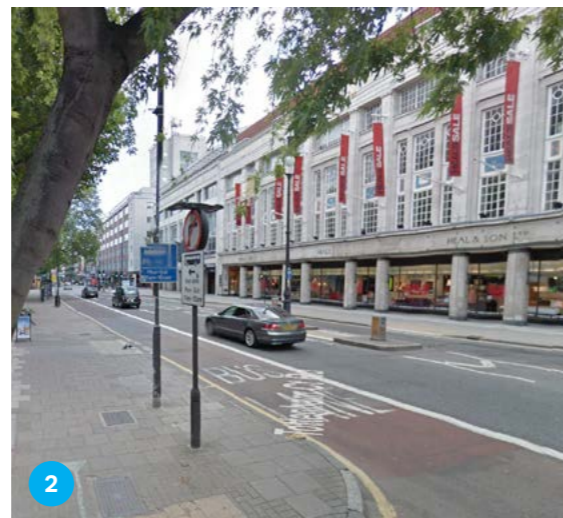
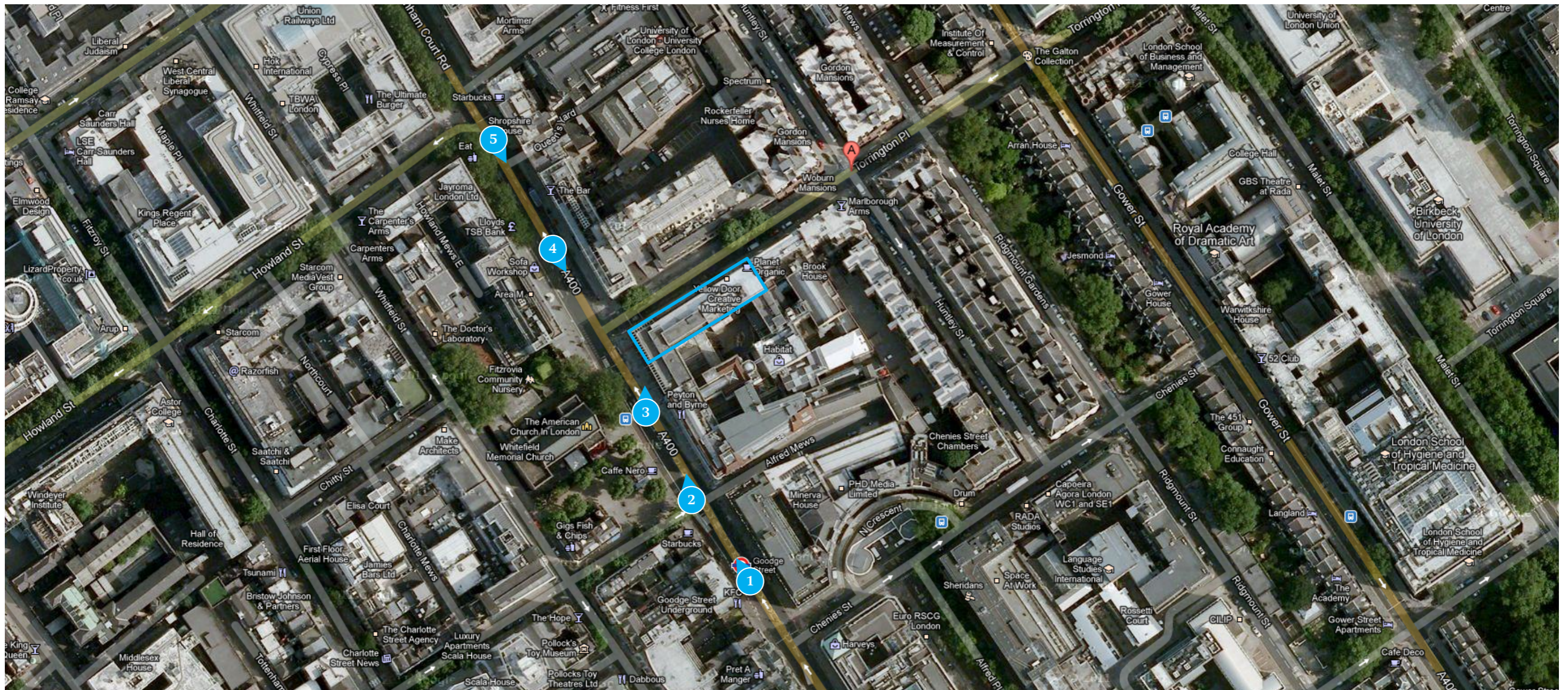
LOCATION



NOTES

-

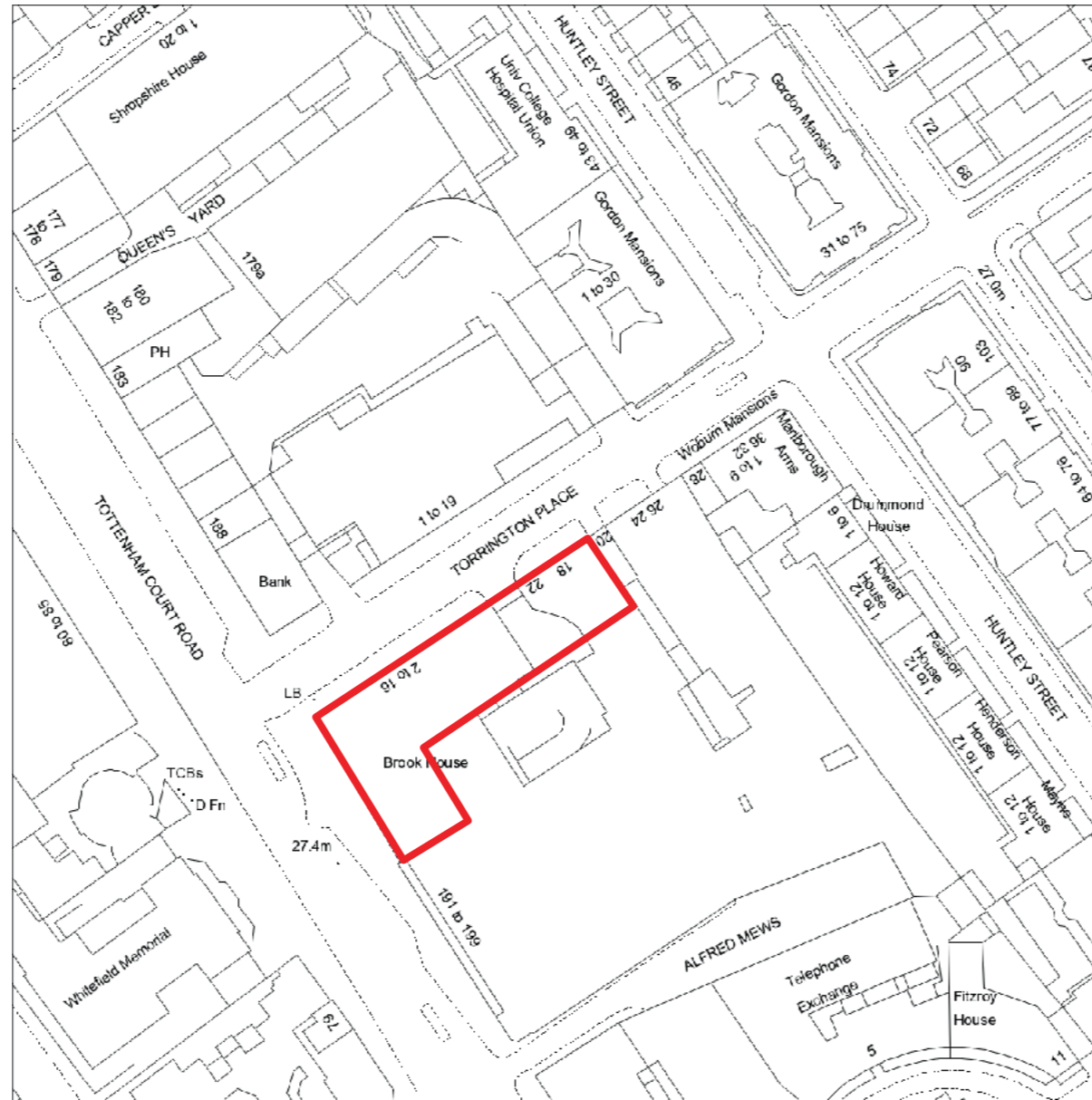
Site Approaches



Aerial View



Demise



Supplied by: Getmapping
OS License Number: 100030848

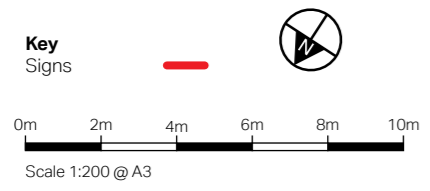
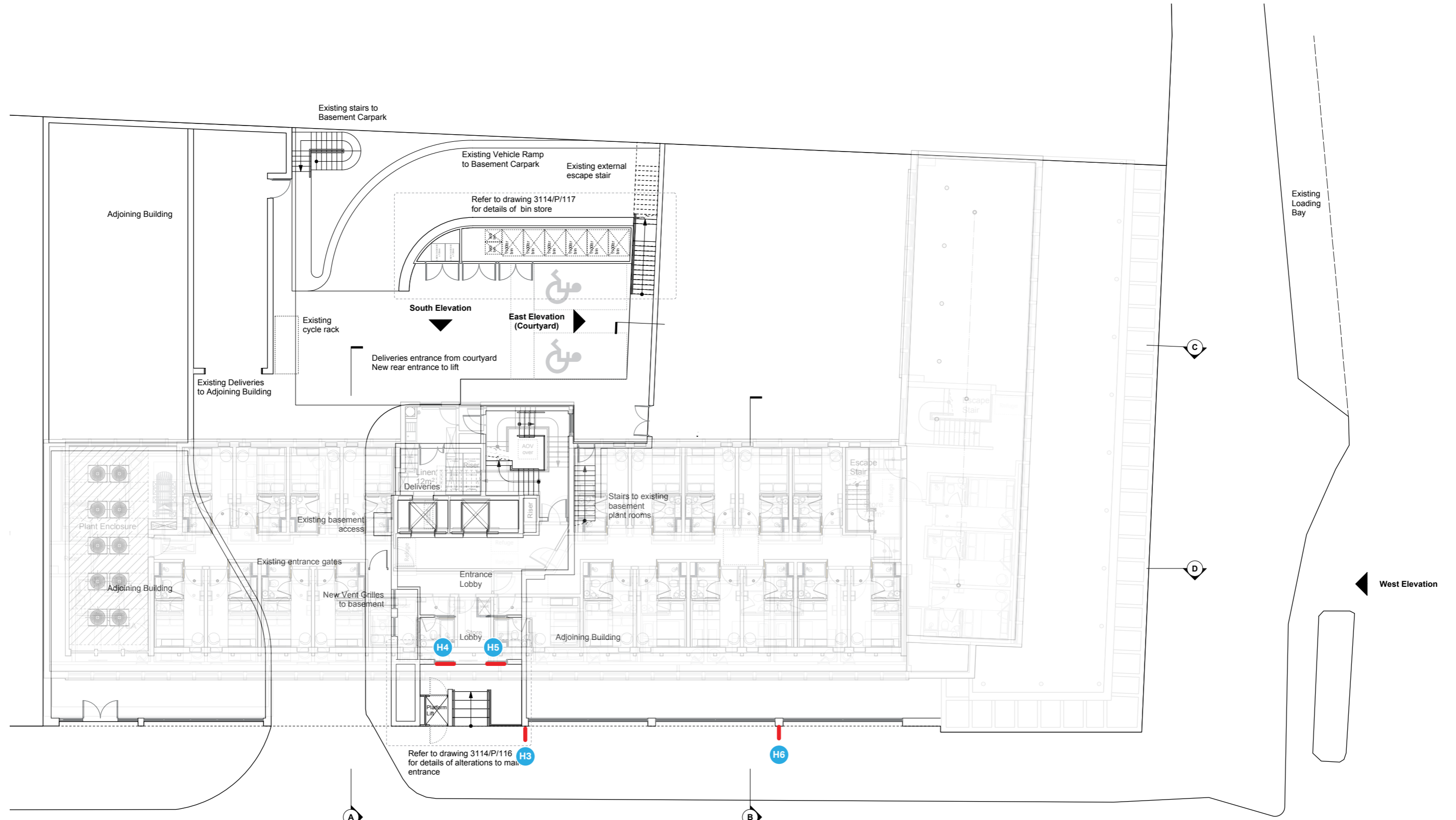


Key
Site demise



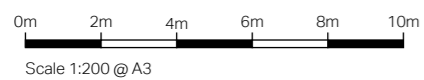
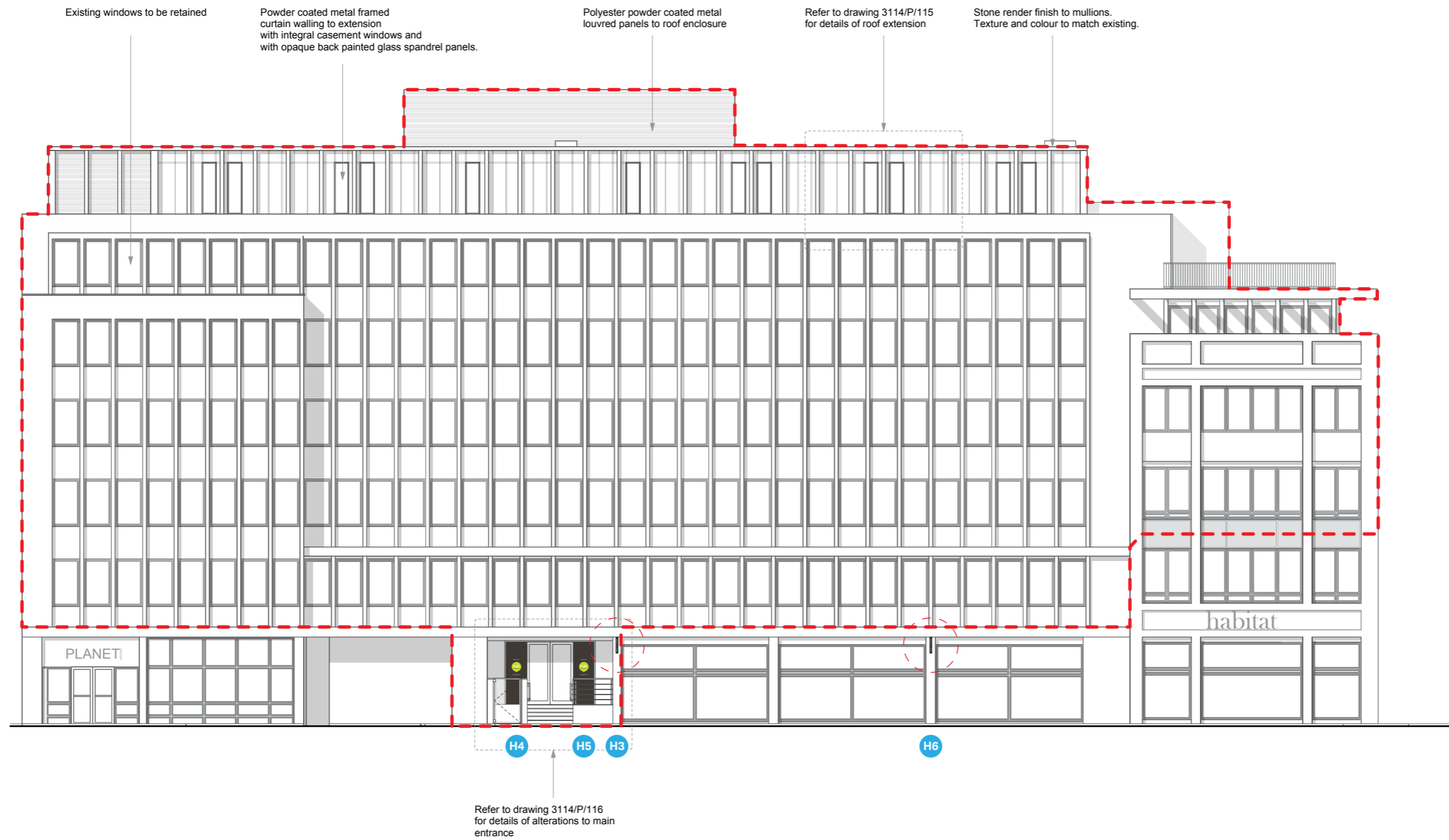
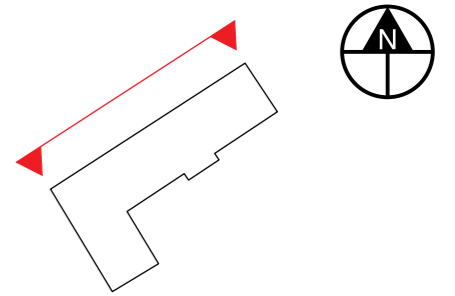
Sign Locations

Note: Signs shown on plan are not to scale and are indicative of location only

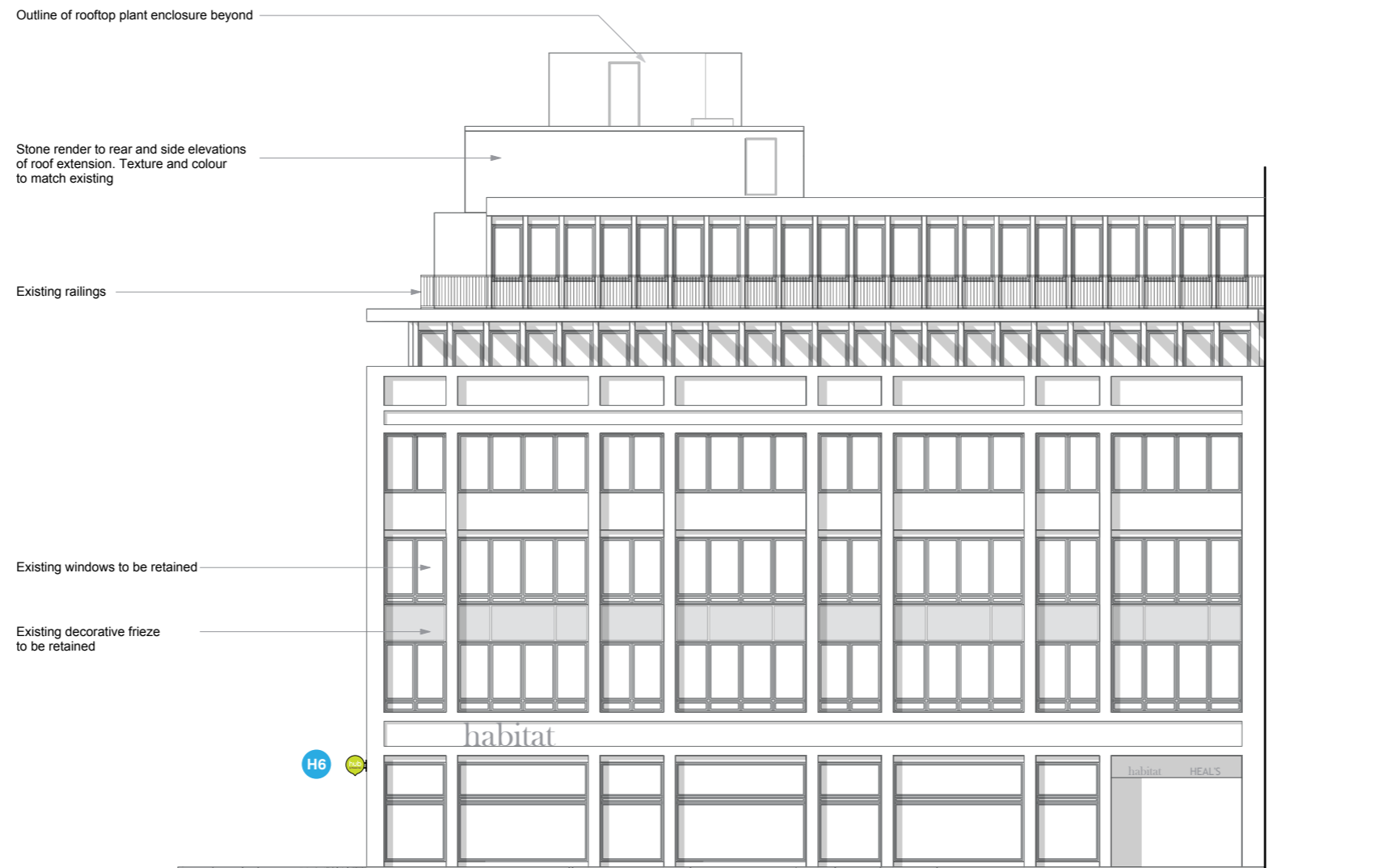
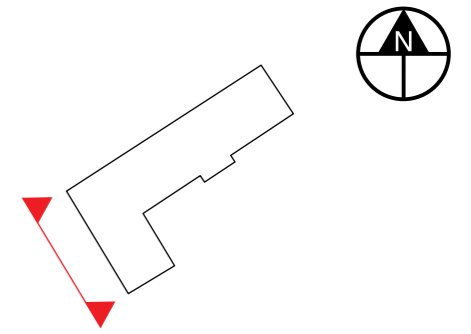


TORRINGTON PLACE
North Elevation

Front Elevation (North)



Side Elevation (West)



0m 2m 4m 6m 8m 10m
Scale 1:200 @ A3





Sign Ref: H3 & H6

H3 H6

Projecting Sign

Description:
Polished optically clear acrylic faced logo panel each side, both back decorated internally illuminated double sided logo on bracket mounted brushed stainless steel lightbox.

Illumination:
Logos face illuminated with 6000K LED lightsheet to provide maximum face light output of 250 candelas m2.

Colour:
Logo to HUB standard logo colour specs. Refer to printing specification in general notes in technical intent appended to these guidelines. Lightbox casing, support brackets and bracket fixings shroud: Stainless steel with 240s grade brushed finish.

O/A sign size:
Logo Roundel 600mm x 660mm x 105mm
Overall projection 720mm

H3 Height to underside: 3080mm
H6 Height to underside: 3080mm

Qty: 2



Scale 1:10 @ A3

**Refer to drawing no.
HUB-200-A
HUB-201-A**

Sign Ref: H4 & H5

H4 H5

Illuminated glass panels

Description:

The main guest entrance will be branded glass panels integrated into the buildings façade as part of the window glazing. The panels are face clad in polished clear low iron laminated safety glass back decorated with a Hub grey opaque finish with cut in translucent LED backed illuminated Hub logo. This is held in place by a LED light sheet support structure.

Illumination:

The logo is face illuminated by 8mm lightsheet (6000K), mounted immediately behind the translucent logo graphic

Colour:

The glass is back decorated in Hub grey vinyl. The logo is to Hub colour specification, made up of 4 No vinyl layers to achieve the tone and illumination requested by Whitbread.

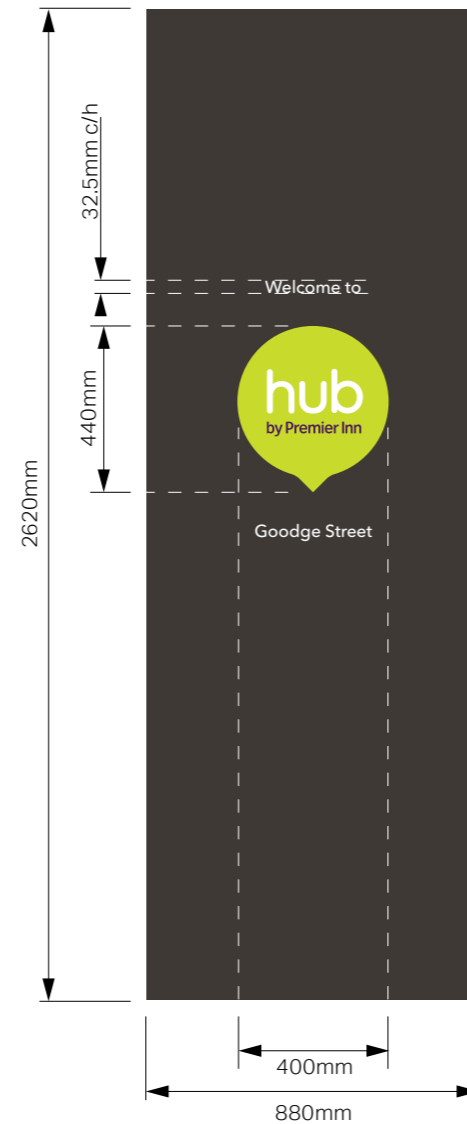
H4 size: 880mm x 2620mm

H5 size: 880mm x 2620mm

H4 Height to underside: 910mm

H5 Height to underside: 910mm

Qty: 2



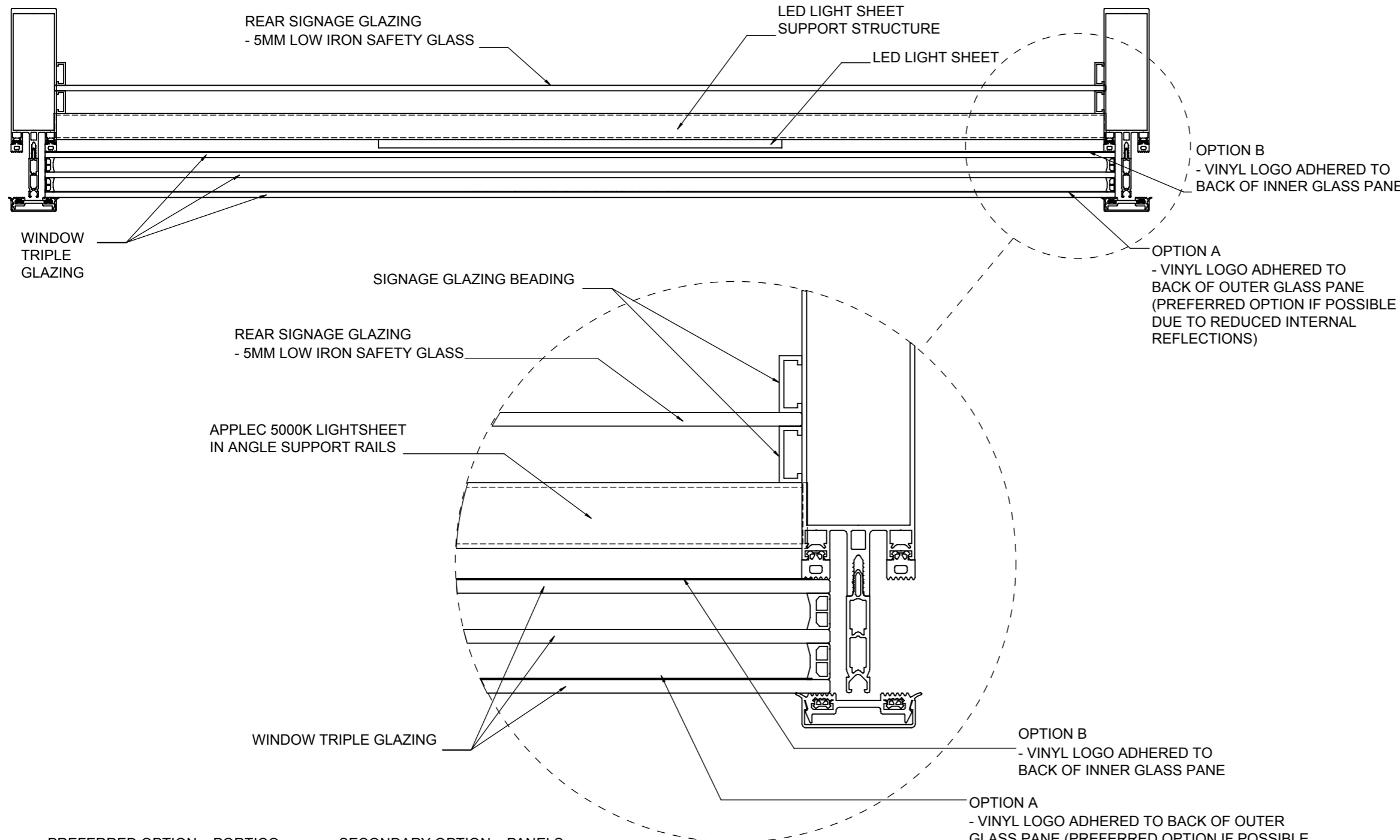
Scale 1:20 @ A3

**Refer to drawing no.
HUB-120-A**

DO NOT SCALE - ALL CHANGES TO BE DONE ON CAD

REV	DATE	DESCRIPTION	APPROVED
A	26/06/2015	CONSTRUCTION INTENT DETAILS OPTION 2	-

GLAZING SECTION C-C



GENERAL NOTES:

1. STAINLESS STEEL: WHERE STAINLESS STEEL IS SPECIFIED IT IS 316 MARINE GRADE WHERE BRUSHED FINISH IS SPECIFIED IT IS TO BE 240S GRADE, GRAIN DIRECTION AS SPECIFIED ON THE DRAWING.
2. FLEXFACE LOGO: TO BE DIGITALLY PRINTED (3 YEARS MINIMUM GUARANTEE) TO FACE ONLY WITH EFI VUTEK INKS, 8 COLOUR PROCESS DIRECT TO VUFLEX BACKLIT 520GP TRANSLUCENT PVC. FINISH - SMOOTH MATT PR LACQUER BOTH SIDES.
3. FLEXFACE LIGHTBOXES TO BE FABRICATED FROM ALUMINIUM SIGNCOMP FLEXFACE EXTRUSION ECONOFLEX SINGLE SIDED BODY
4. VINYL LOGO TO ENTRANCE GLASS PANEL FEATURE AND LOW LEVEL PROJECTING SIGN:

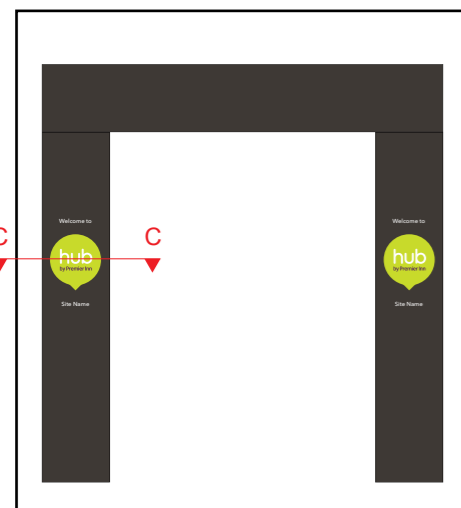
THE LOGO IS BACK APPLIED TO THE GLASS OVER AN OPENING LASER CUT INTO THE GREY VINYL. THE LOGO IS MADE UP OF 4 NO VINYL LAYERS TO ACHIEVE THE TONE AND ILLUMINATION REQUESTED BY WHITBREAD.

1ST LAYER GREEN & PURPLE – GREEN IS PANTONE 382C, PURPLE IS 261C – BOTH ARE PRINTED 540DPI, DOUBLE STRIKE, ON THE REVERSE OF CLEAR VINYL.
2ND LAYER GREEN & PURPLE – EXACTLY THE SAME AS THE ABOVE.
3RD LAYER GREEN ONLY - GREEN IS PANTONE 382C ONLY – PRINTED 540DPI, DOUBLE STRIKE, ON THE REVERSE OF CLEAR VINYL.
4TH LAYER TRANS WHITE VINYL TO FULL REAR - AVERY 4500 WHITE TRANSLUCENT

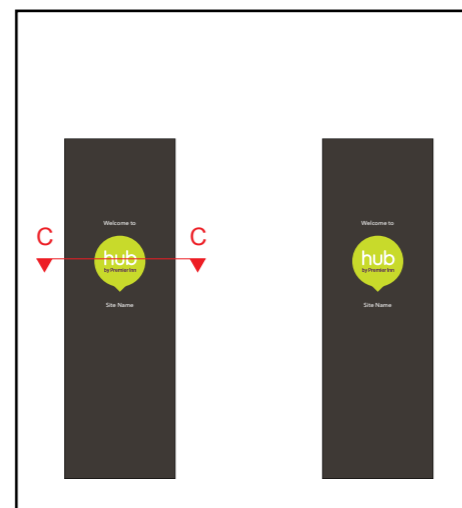
THE CLEAR VINYL USED ON ALL THE ABOVE IS METAMARK MD3 CLEAR.

THE PRINTING IS CARRIED OUT ON VUTEK UV PRINTER QS 2000 INK: QS SERIES 2 UV INKJET SYSTEM
THE PRINTER PRINTS DIRECT FROM PANTONE REFERENCES.
5. THE HUB GREY GLASS ENTRANCE PANEL IS EITHER BACK SPRAYED RAL 7022 OR METAMARK CHARCOAL M5 -292 M4 BUT ON A SPECIAL M7 BACKING.
6. GLASS PANELS FOR THE ENTRANCE FEATURE ARE TO BE MINIMUM 10MM OPTICALLY CLEAR LOW IRON LAMINATED SAFETY GLASS.
7. ALL GLASS PANELS TO BE EDGE SEALED WITH HIGH GRADE, CLEAR GLAZING MASTIC.
8. WHERE EXTERNAL PAINT FINISH IS SPECIFIED IT IS SPRAY FINISH WET PAINT – LECHLER MG7055 – SILVER
9. ALL M/STEEL SUPPORT STRUCTURES TO BE CLEANED, PRIMED AND POWDER COATED AFTER FABRICATION TO GIVE MINIMUM 10 YEARS CORROSION RESISTANCE
10. INTERNAL ILLUMINATION FOR HIGH LEVEL SIGNS TO BE SLOAN STANDARD V180 LARGE LED MODULES (6500K)
11. INTERNAL ILLUMINATION FOR LOW LEVEL PROJECTING SIGN AND BACK ILLUMINATED LOGOS ON ENTRANCE PANELS TO BE APPLELEC 8MM LED LIGHT SHEET (5000K)
12. LED DRIVERS: ALL LED DRIVERS TO BE LOCATED IN THE BUILDING, WITHIN 5M OF THE SIGN LOCATION.
13. ALL EXTERNAL ILLUMINATION LUMINAIRES AND PLACEMENT TO BE PROTOTYPED TO DETERMINE OPTIMUM SPECIFICATION, LOCATION, ILLUMINATION LEVEL AND LIGHT COVERAGE AS WELL AS OPTIMUM COLOUR TEMPERATURE FOR BEST RENDITION OF HUB LOGO COLOURS.
14. ALL INSTALLATION DIMENSIONS AND STRUCTURAL SUPPORT TO BE DETERMINED AND CHECKED ON SITE BY THE CONTRACTOR.

PREFERRED OPTION – PORTICO



SECONDARY OPTION – PANELS

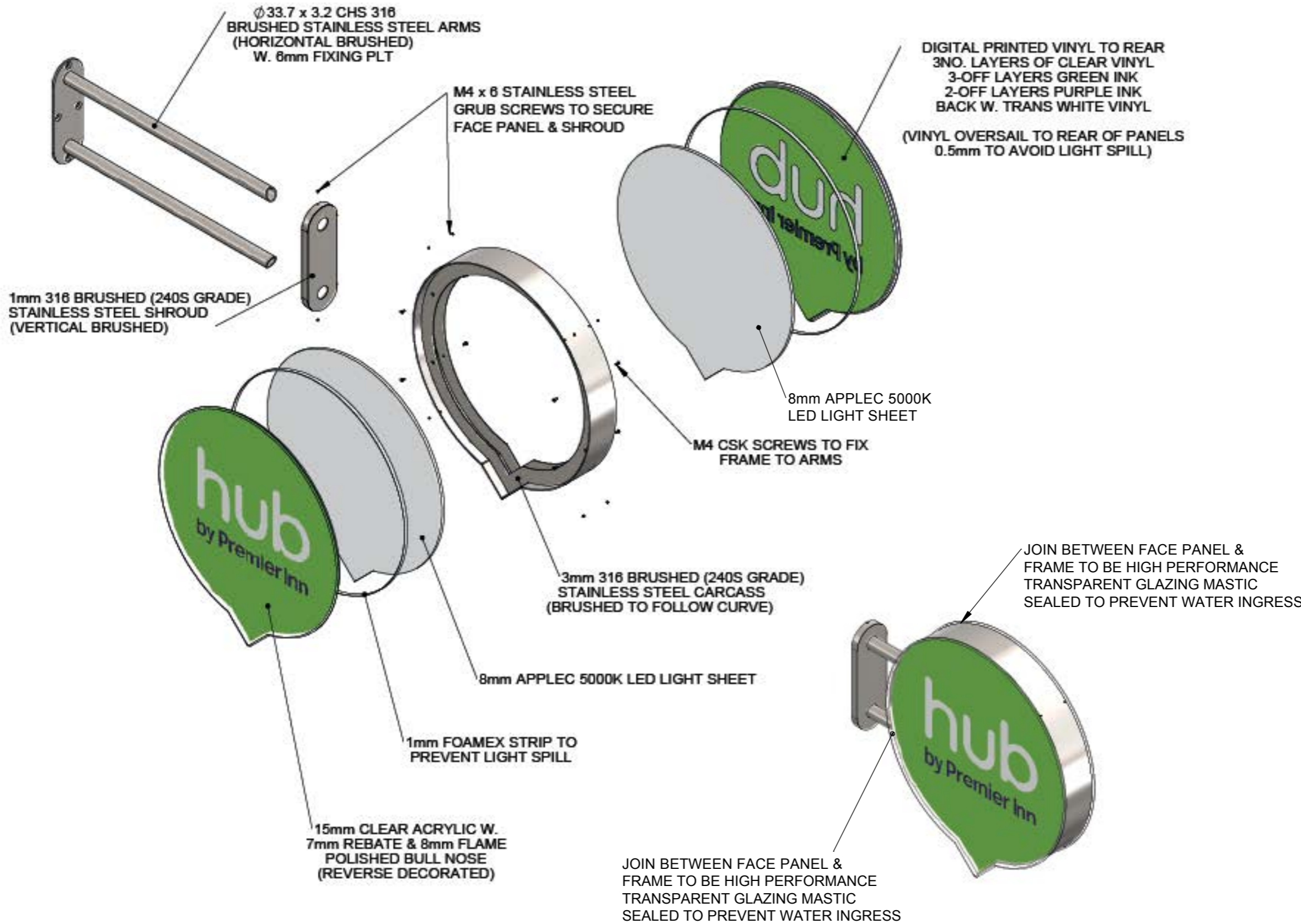


		TITLE: INTEGRATED GLAZING PANEL									
MATERIAL	-			SHRINKAGE	-						
FINISH	-	GENERAL WALL	-	GENERAL DRAFT	-						
DRAWN BY	FR	CHECKED	MA/CL	SCALE	1:5 @ A3						
<small>THIS DRAWING IS NOT TO BE USED FOR MANUFACTURE WITHOUT THE EXPRESS WRITTEN APPROVAL OF THE CLIENT</small>		<small>© ENDPOINT. LTD. CONFIDENTIAL: UNAUTHORISED COPYING, DISCUSSION & DISTRIBUTION PROHIBITED</small>		<small>ALL DIMENSIONS IN mm</small>							
<small>www.endpoint.co.uk www.endpointsigndesign.com</small>				DRG No. HUB-120-A							
		<small>TOLERANCES UNLESS OTHERWISE STATED</small>									
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0	±0.5										
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0.00	±0.05										

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REV	DATE	DESCRIPTION	APPROVED
A	12/06/2015	EXPLODED VIEW	-

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11



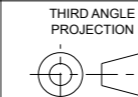
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Endpoint Brands applied

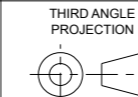
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THIRD ANGLE PROJECTION



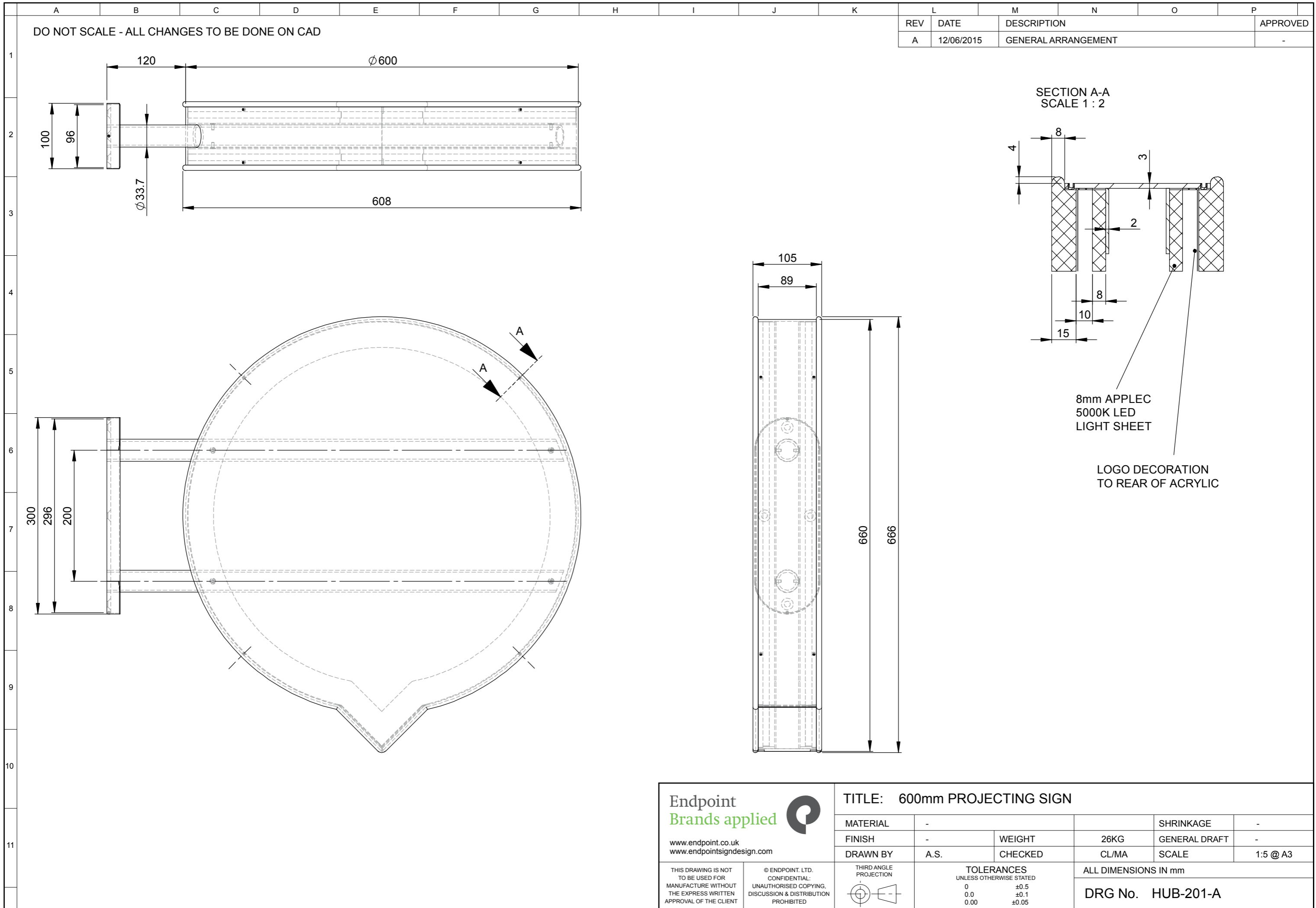
TOLERANCES UNLESS OTHERWISE STATED

0 ±0.5
0.0 ±0.1
0.00 ±0.05

TITLE: 600mm PROJECTING SIGN

MATERIAL	VARIOUS	SHRINKAGE	-
FINISH	-	WEIGHT	26KG
DRAWN BY	A.S.	CHECKED	CL/MA
		SCALE	1:10 @ A3

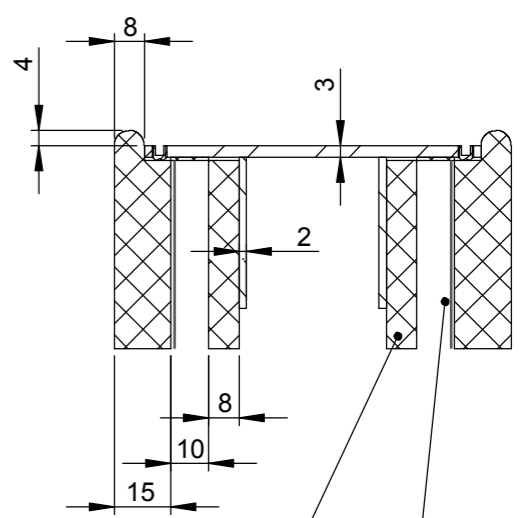
ALL DIMENSIONS IN mm
DRG No. HUB-200-A



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REV	DATE	DESCRIPTION	APPROVED
A	12/06/2015	GENERAL ARRANGEMENT	-

SECTION A-A
SCALE 1:2



8mm APPLC
5000K LED
LIGHT SHEET

LOGO DECORATION
TO REAR OF ACRYLIC

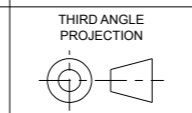
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www.endpointsigndesign.com

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MATERIAL	-	WEIGHT	26KG	SHRINKAGE	-
FINISH	-	CHECKED	CL/MA	GENERAL DRAFT	-
DRAWN BY	A.S.		SCALE		1:5 @ A3

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TOLERANCES UNLESS OTHERWISE STATED	
0	±0.5
0.0	±0.1
0.00	±0.05

ALL DIMENSIONS IN mm

DRG No. HUB-201-A

weare**endpoint**.com



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United Kingdom

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