

Branch regeneration - External Signage

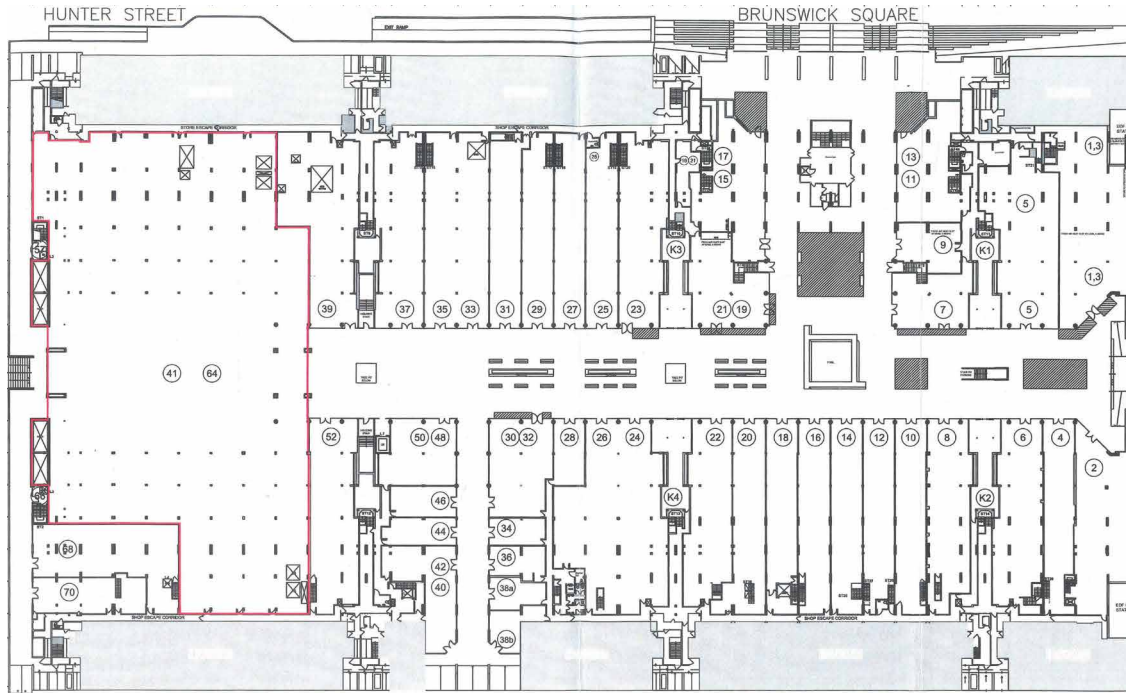
Site address

23-39 The Brunswick Centre,
London
WC1N 1AF

Integrity contact

Chris Davies
Email: chris.davies@integrity.co.uk

Issue	Stage gate	Document ref	Issue date	Changes	By	Checked
A	External signage	WAI.813.018	19-02-2019	For initial review	CD	DP
B	External signage	WAI.813.018	26-02-2019	Photoshop visuals updated following feedback	CD	DP
C	External signage	WAI.813.018	08-03-2018	Updated following DRM	CD	DP
D	Advertisement Consent	WAI.813.018	25-04-2019	Details updated for Advertisement Consent purposes.	HC	CD
E	Advertisement Consent	WAI.813.018	01-05-2019	Updated following Pre Con Meeting Sign ref p1 - Updated ton standard Brunswick specification Sign ref f3 - To be removed Elevations updated to show painted doors	CD	DP
F	Advertisement Consent	WAI.813.018	23-05-2019	Sign ref 20 - Added Sign ref p1 - Artwork & Specification updated	CD	DP
G	Advertisement Consent	WAI.813.018	06-06-2019	Landlord signage added	CD	AB



0 5 10 15 20 25 30
 Scale 1:1250 @ A3

Waitrose demise and extent of planning application —

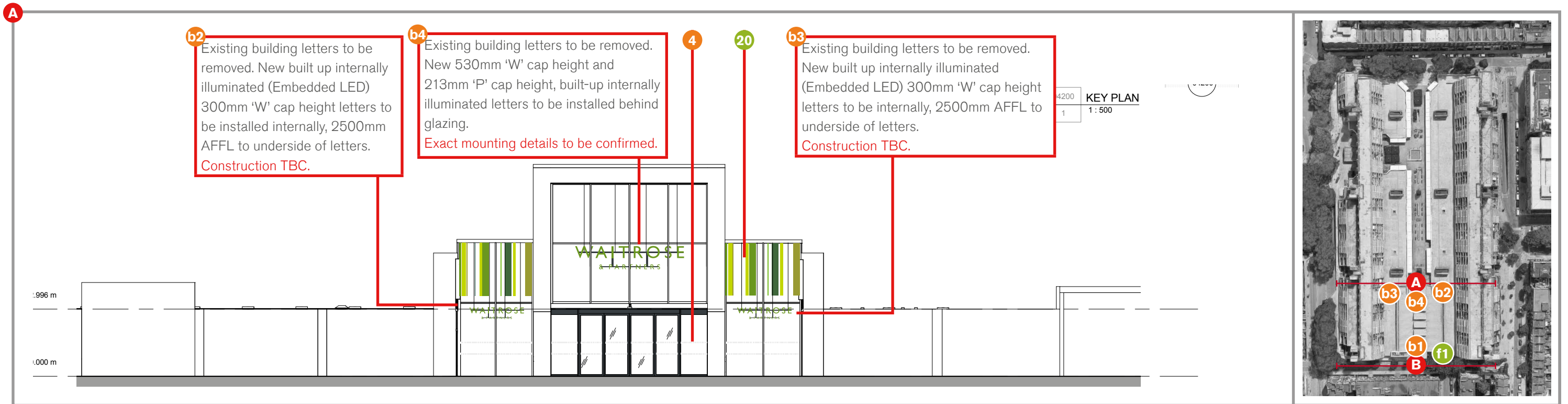
Bloomsbury External signage

Issue G | 06-06-2019 | Reference WAI.813.018

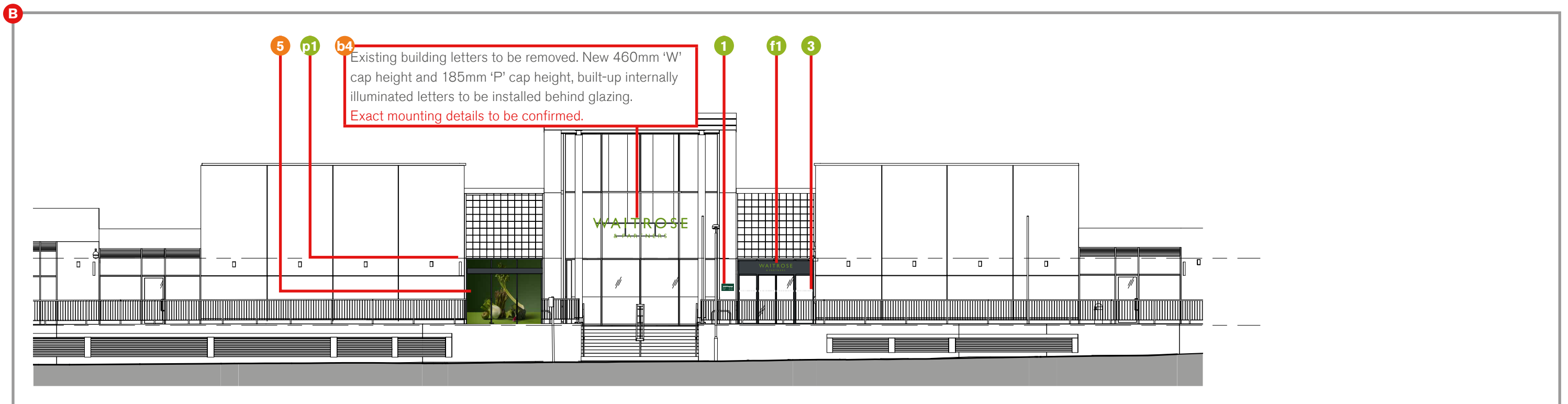
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Elevations A & B - Proposed



North elevation



South elevation

Architect's DWG number 19003-BAR-XX-ZZ-DR-A-04200 | Revision - | Scale NTS

Signage key ● New installation ● To be replaced ● To be repaired ● To remain ● To be removed

Bloomsbury External signage

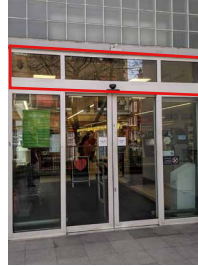
Issue G | 06-06-2019 | Reference WAI.813.018

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New signage to be installed




f1
Fascia
5300mm (w)
New Fascia to be installed above doors
Dimensions TBC
Qty - 1




p1
Projecting Sign
960mm(w)
New projecting sign to be installed in standard Brunswick frame
Artwork TBC
Qty - 1



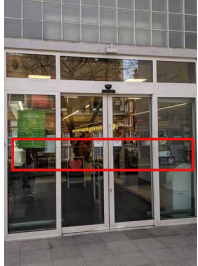
1
Shopping Hours
550mm(w)
New shopping hours panel to be installed onto wall.
Qty - 2



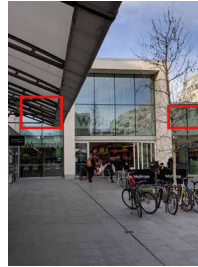
2a
Welcome Letters
350mm(h)
New welcome panel to be installed onto wall.
Qty - 1



2b
Welcome Letters
250mm(h)
New welcome panel to be installed onto wall.
Qty - 1



3
Safety Manifestations
New manifestations to be installed onto doors
Qty - 4 Windows



20
Striped Vinyl
New vinyl to be installed onto glazing
Qty - 4 Windows in 2 Locations

Signage key ● New installation ● To be replaced ● To be repaired ● To remain ● To be removed



Existing signage to be replaced



b1

Building letters
460mm 'W' cap height
Building letters to be replaced with latest specification
Mounting detail to be confirmed
Qty - 1



b4

Building letters
530mm 'W' cap height
Building letters to be replaced with latest specification
Mounting detail to be confirmed
Qty - 1



4

Safety Manifestations
Existing manifestations to be replaced.
Qty - 18 Windows



5

Window vinyl
Existing vinyl to be replaced with latest standards.
Qty - 6 Windows



b2

Building Letters
300mm 'W' cap height
Existing building letters to be removed and replaced with new building letters. To be installed internally on to glazing.
Construction TBC.
Qty - 1



b3

Building Letters
300mm 'W' cap height
Existing building letters to be removed and replaced with new building letters. To be installed internally on to glazing.
Construction TBC.
Qty - 1

Existing signage to be removed



6

Shopping hours
Vinyl to be removed and any residue cleaned from glazing
Qty - 2



7

Branch letters
Letters to be removed and any residue cleaned from glazing
Qty - 2

Signage key ● New installation ● To be replaced ● To be repaired ● To remain ● To be removed

f1 Fascia

Action New

Quantity existing 0 Proposed 1

Size

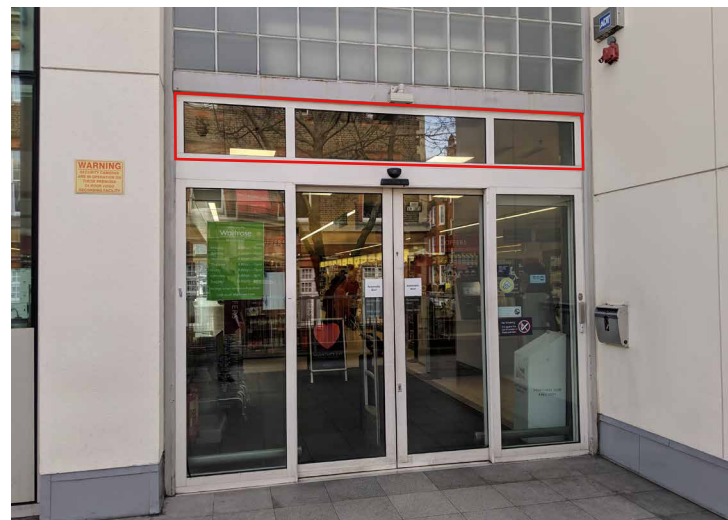
Fascia: 3300mm (w) x 580mm (h) **Exact size TBC by signage contractor**
Letters overall: mm (w) x mm (h)
1mm 'W' cap height & mm 'P' cap height

Materials & colour

3mm aluminium tray, folded, welded and dressed corners. Minimum number of joints in face panel. Powder coated to match grey RAL 7016. Laminated letters, push through fascia with rim to locate and fix, clear acrylic with 5mm Waitrose & Partners green PMS370C, with gloss face outwards. All edges to be polished. Insides of letters painted white for undercoat, then grey to match RAL 7016 with 30% gloss level. Cool white Tetra minimax LEDs, illuminated to 600 candelas per m², even across face.

Details

New internally illuminated fascia box to be installed directly above entrance doors at rear of store in location shown.



Current signage in-situ/Proposed signage location

p1 Projecting sign

Action New

Quantity existing 0 Proposed 1

Size

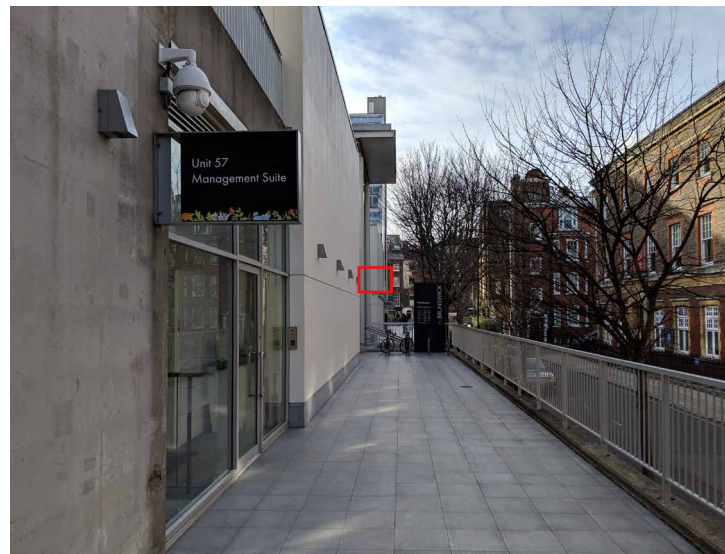
Frame: 960mm (w) x 610mm (h) x 10mm (d)
Insert: 770mm (w) x 580mm (h)

Materials & colour

10mm thick stove-enamelled internal sign frame to RAL 7044. Removable face panels with folded returns (max. r2). Faces and returns of sign panels to be painted to match PMS370C with white cut vinyl.

Details

New projecting sign to be installed in location shown. Standard Brunswick projecting sign construction to be used.
Artwork TBC



Current signage in-situ/Proposed signage location

1 Shopping hours

Action New

Quantity existing 0 Proposed 2

Size

550mm (w) x 304mm (h) x 6mm (d)

Materials & colour

1no. 3mm aluminium panels powder coated to match Pantone 3435C with cut vinyl text and graphics applied to face. White and green (to match PMS 382C).
1no. 3mm aluminium panels powder coated to match Pantone 3435C and mechanically fixed directly to substrate with graphic-applied panels bonded to these panels to create shadow gap.

Details

New shopping hours panels to be installed on to walls, outside of store entrances, 1770mm AFFL to top of panel.



Current signage in-situ/Proposed signage location

2a Welcome letters

Action New

Quantity existing 0 Proposed 1

Size

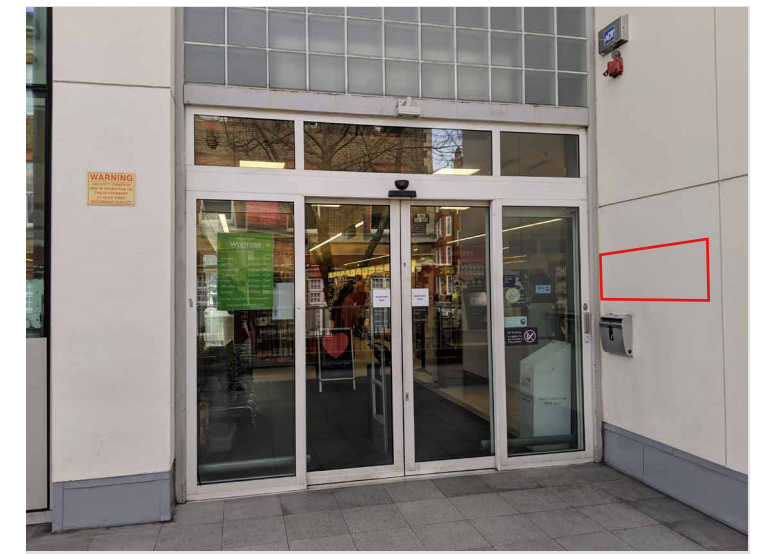
1135mm (w) x 350mm (h) x 6mm (d)

Materials & colour

1no. 3mm aluminium panel powder coated to match Pantone 3435C with white cut vinyl and vinyl to match Pantone 382C applied to face.
1no. 3mm aluminium panel powder coated to match Pantone 3435C and mechanically fixed directly to the wall with graphic-applied panel bonded to this panel to create shadow gap.

Details

New welcome letters panels to be installed on to wall in location shown. To be installed 1685mm AFFL to top of panel. **Exact installation height TBC following measured site survey.**



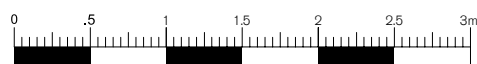
Current signage in-situ/Proposed signage location



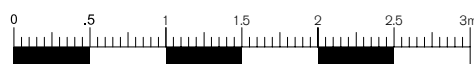
Artwork not to scale



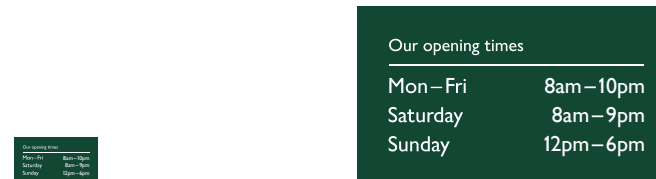
Scale 1:50 at A3



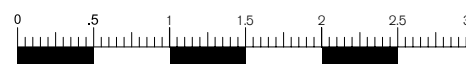
Scale 1:50 at A3



Artwork not to scale



Scale 1:50 at A3



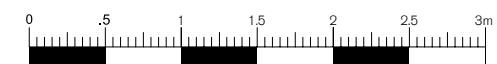
Artwork not to scale



Artwork not to scale



Scale 1:50 at A3



2b Welcome letters

Action New
Quantity existing 0 **Proposed** 1

Size
 807mm (w) x 250mm (h) x 6mm (d)

Materials & colour
 1 no. 3mm aluminum panel powder coated to match Pantone 3435C with white cut vinyl and vinyl to match Pantone 382C applied to face.
 1 no. 3mm aluminum panel powder coated to match Pantone 3435C and mechanically fixed directly to the wall with graphic-applied panel bonded to this panel to create shadow gap.

Details
 New welcome letters panels to be installed on to wall in location shown.
 To be installed 1685mm AFFL to top of panel.

3 Safety manifestation

Action New
Quantity existing 0 **Proposed** 4 sets of glazing

Size
 Exact Size TBC

Materials & colour
 Laser cut 3M frosted vinyl.

Details
 New safety manifestation vinyl to be installed on to glazing in locations shown.
 1500mm AFFL to top of band A, 1000mm AFFL to top of band B.

20 Safety manifestations

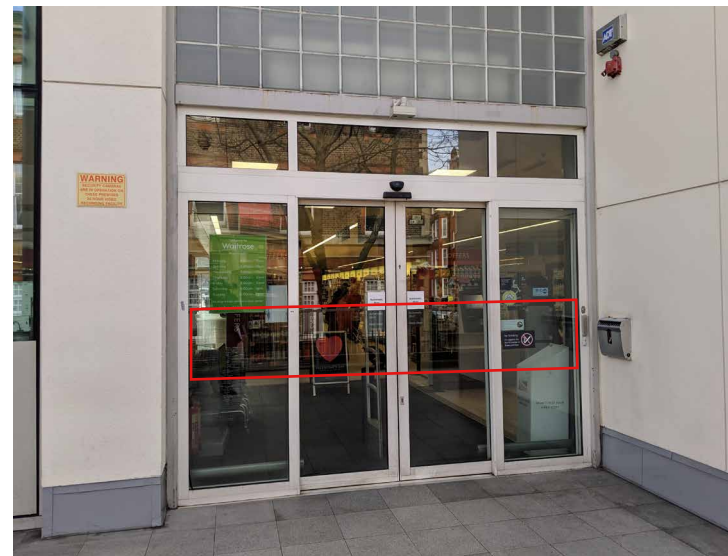
Action New
Quantity existing 0 **Proposed** 4 windows in 2 locations

Size
 3350mm (w) x 2350mm (h)

Details
 New striped vinyl to be externally applied on to glazing in location shown.
 To be provided by SMP.



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location



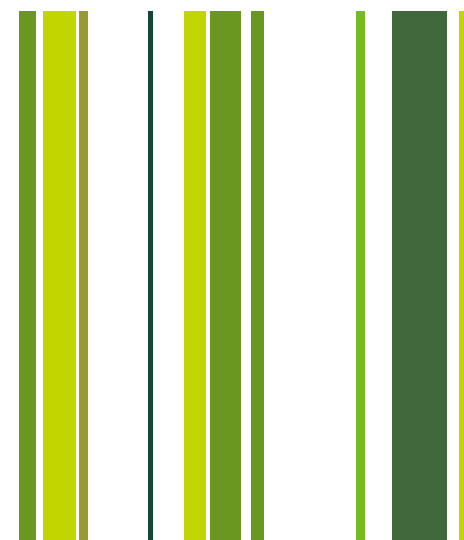
Current signage in-situ/Proposed signage location



Scale 1:50 at A3 Artwork not to scale



Artwork not to scale



Artwork not to scale

b1 Building letters

Action Replacement
Quantity existing 1 **Proposed** 1
Size
 Overall: 4207mm (w) x 891mm (h) x 75mm & 47mm (d)
 460mm 'W' cap height and 185mm 'P' cap height

Materials & colour
 Face illuminated 3D architectural letters, installed onto brickwork. Face in Waitrose green (PMS 370C) acrylic with grey returns (RAL 7016). To be internally illuminated (static).

Details
 Existing building letters to be removed and area made good. New building letters to be installed in same location, suspended from ceiling.
 Exact mounting detail TBC.

b4 Building letters

Action Replacement
Quantity existing 1 **Proposed** 1
Size
 Overall: 4849mm (w) x 1027mm (h) x 85mm & 53mm (d)
 530mm 'W' cap height and 213mm 'P' cap height

Materials & colour
 Face illuminated 3D architectural letters, installed onto brickwork. Face in Waitrose green (PMS 370C) acrylic with grey returns (RAL 7016). To be internally illuminated (static).

Details
 Existing building letters to be removed and area made good. New building letters to be installed in same location, suspended from ceiling.
 Exact mounting detail TBC.

4 Safety manifestations

Action Replacement
Quantity existing 18 sets of glazing
Proposed 18 sets of glazing
Size
 Exact size TBC

Materials & colour
 Laser cut 3M frosted vinyl.

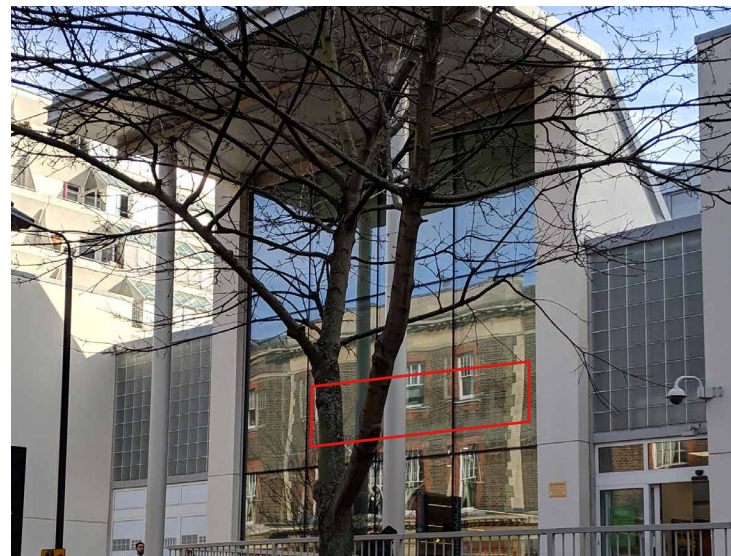
Details
 Existing safety manifestations to be removed, all residue cleaned and glazing made good. New safety manifestations to be applied directly to glazing, 1500mm AFFL to top of band A, 1000mm AFFL to top of band B.

5 Fresh produce window vinyl graphic

Action Replacement
Quantity existing 6 sets of glazing
Proposed 6 sets of glazing
Size
 Exact size TBC.

Materials & colour
 High quality digitally printed vinyl.

Details
 New fresh produce window vinyl graphic to be installed directly on to glazing.



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location

WAITROSE
 & PARTNERS

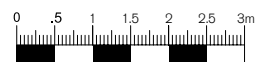
Artwork not to scale

WAITROSE
 & PARTNERS

Artwork not to scale

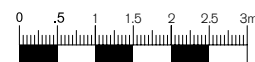
WAITROSE
 & PARTNERS

Scale 1:100 at A3

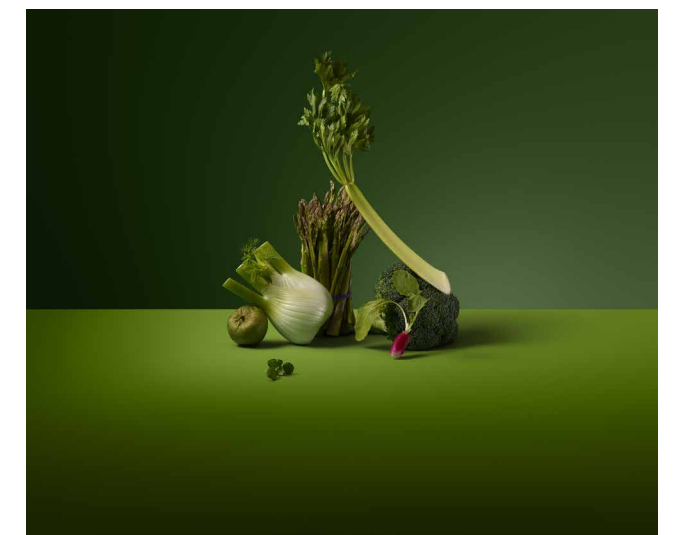


WAITROSE
 & PARTNERS

Scale 1:100 at A3



Artwork not to scale



Artwork not to scale

b2 Building letters

Action Replacement

Quantity existing 1 **Proposed** 1

Size

Overall: 2737mm (w) x 580mm (h) x 50mm & 31mm (d)
300mm 'W' cap height and '120mm 'P' cap height

Materials & colour

Internally illuminated (Embedded LED) 3D architectural letters, installed behind glazing. Face in Waitrose green (PMS 370C) acrylic with grey returns (RAL 7016).

Details

Existing building letters to be removed and replaced with new, building letters to be suspended from ceiling above.

Exact construction and fixing detail TBC.

b3 Building letters

Action Replacement

Quantity existing 1 **Proposed** 1

Size

Overall: 2737mm (w) x 580mm (h) x 50mm & 31mm (d)
300mm 'W' cap height and '120mm 'P' cap height

Materials & colour

Internally illuminated (Embedded LED) 3D architectural letters, installed behind glazing. Face in Waitrose green (PMS 370C) acrylic with grey returns (RAL 7016).

Details

Existing building letters to be removed and replaced with new, building letters to be suspended from ceiling above.

Exact construction and fixing detail TBC.



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location

WAITROSE
& PARTNERS

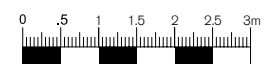
Artwork not to scale

WAITROSE
& PARTNERS

Artwork not to scale

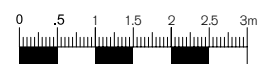
WAITROSE
& PARTNERS

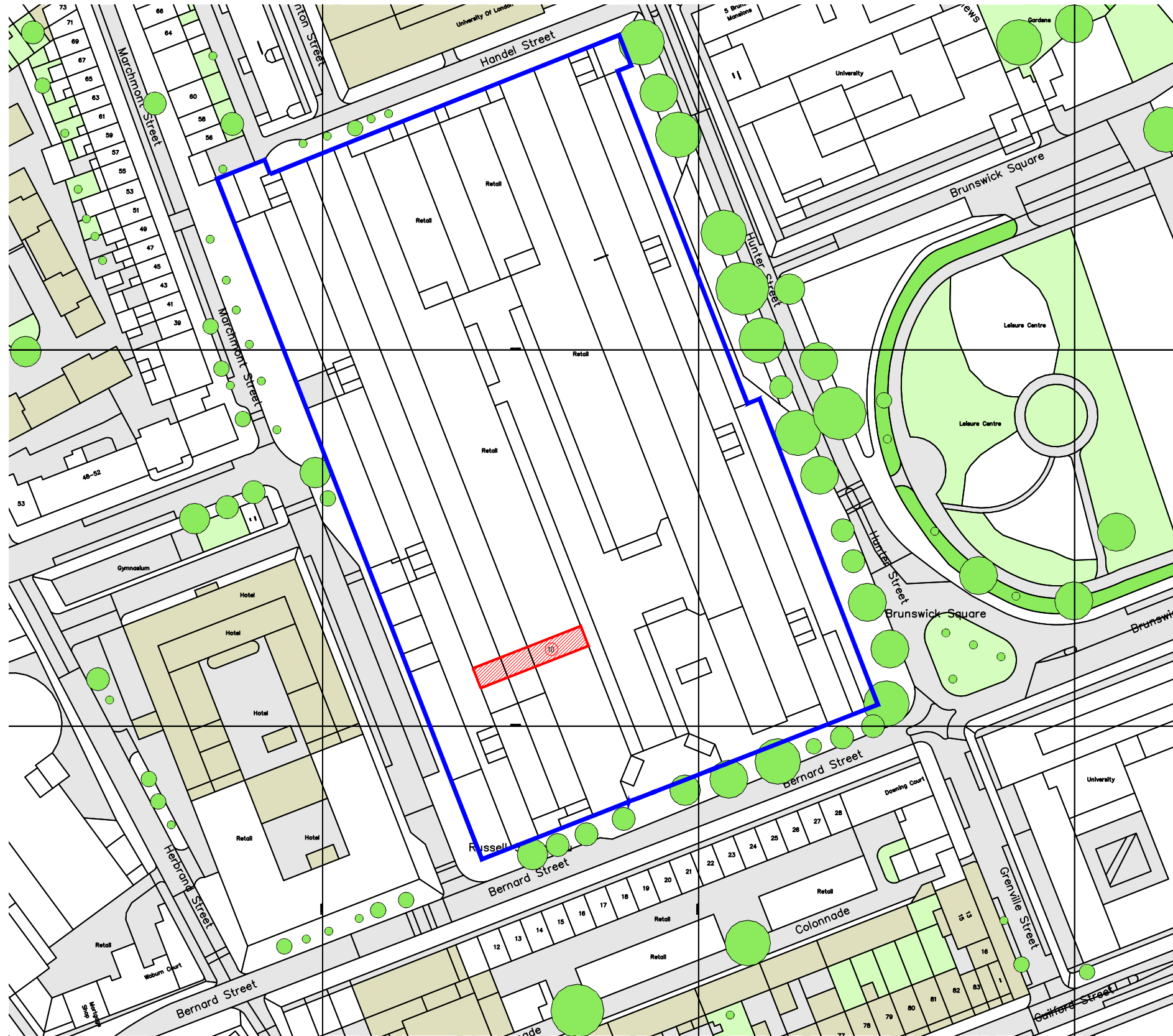
Scale 1:100 at A3



WAITROSE
& PARTNERS

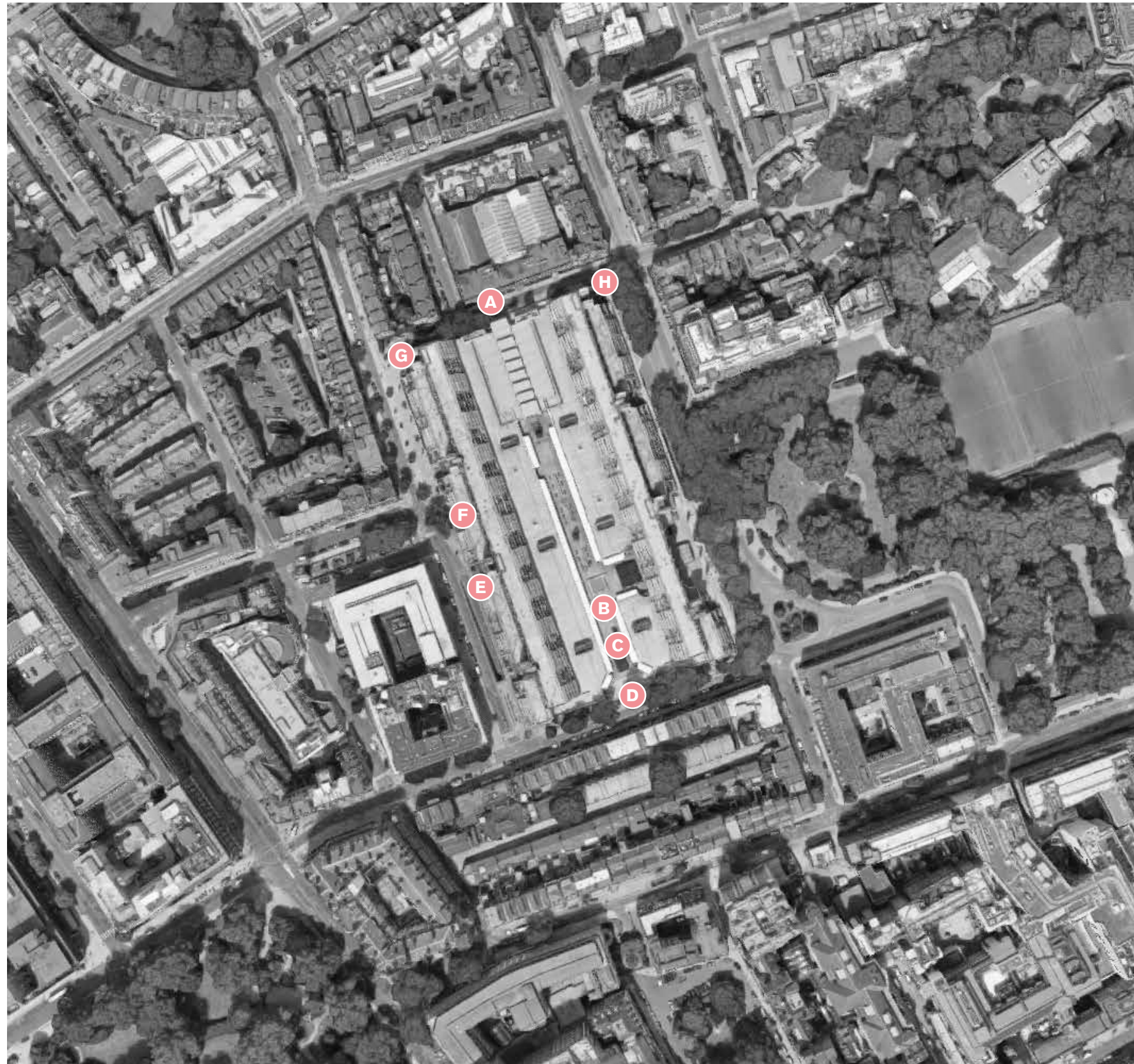
Scale 1:100 at A3





0 5 10 15 20 25 30
Scale 1:1250 @ A3

Landlord demise and extent of planning application —



Existing signage to be replaced



A

Totem
Existing panels to be replaced with new without Waitrose Branding

Qty - 1



D

Totem
Existing sign to be replaced with new sign with Waitrose & Partner branding

Qty - 1



G

Totem
Existing sign to be replaced with new sign with Waitrose & Partner branding

Qty - 1



B

Finger post sign
Existing sign to be replaced with new sign with Waitrose & Partner branding

Qty - 1



E

Totem
Existing panels to be replaced with new without Waitrose Branding

Qty - 1



H

Totem
Existing sign to be replaced with new sign with Waitrose & Partner branding

Qty - 1



C

Totem
Existing sign to be replaced with new sign with Waitrose & Partner branding

Qty - 1



F

Totem
Existing Waitrose logos to be overlaid with vinyl.

Qty - 1

A Totem

Action Replacement

Quantity existing 1 **Proposed** 1

Details

Existing panels to be replaced with same specification of panel as existing to remove Waitrose branding.

B Finger post sign

Action Replacement

Quantity existing 1 **Proposed** 1

Details

Existing sign to be replaced with same specification of panel as existing to update Waitrose branding.

C Totem

Action Replacement

Quantity existing 1 **Proposed** 1

Details

Existing panels to be replaced with same specification of panel as existing to update Waitrose branding.

D Totem

Action Replacement

Quantity existing 1 **Proposed** 1

Details

Existing panels to be replaced with same specification of panel as existing to update Waitrose branding.



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location



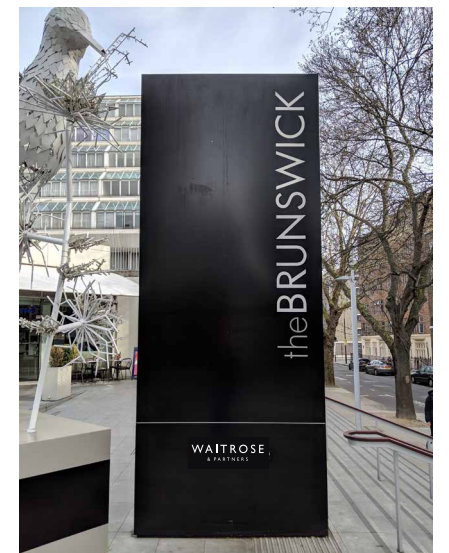
Artwork not to scale



Artwork not to scale



Artwork not to scale



Artwork not to scale

E Totem

Action Replacement

Quantity existing 1 **Proposed** 1

Details
Existing panels to be replaced with same specification of panel as existing to remove Waitrose branding.

F Totem

Action Replacement

Quantity existing 1 **Proposed** 1

Details
Existing Waitrose logos to be overlaid with vinyl.

G Totem

Action Replacement

Quantity existing 1 **Proposed** 1

Details
Existing panels to be replaced with same specification of panel as existing to update Waitrose branding.

H Totem

Action Replacement

Quantity existing 1 **Proposed** 1

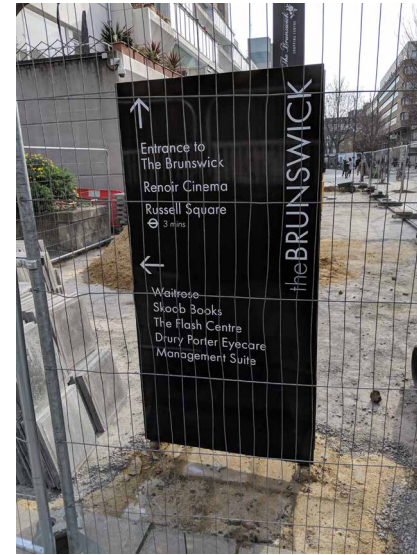
Details
Existing panels to be replaced with same specification of panel as existing to update Waitrose branding.



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location



Current signage in-situ/Proposed signage location



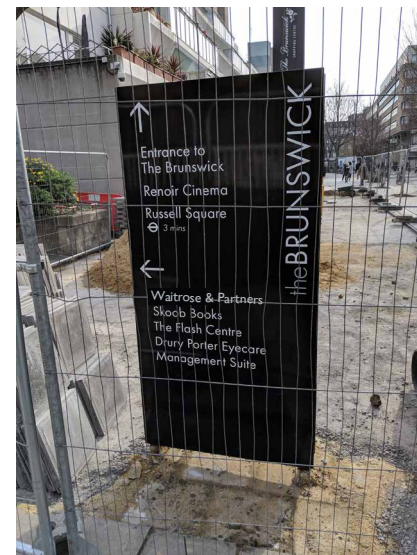
Current signage in-situ/Proposed signage location



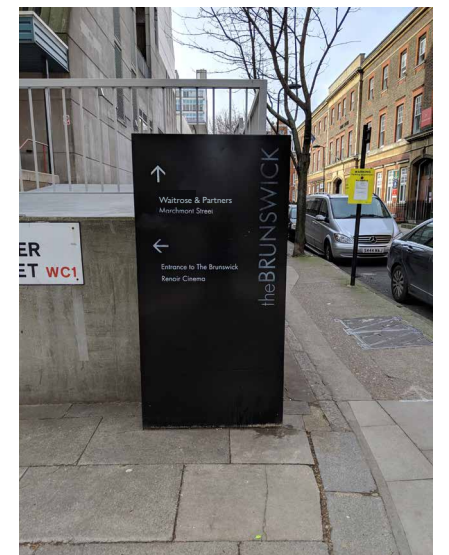
Artwork not to scale



Artwork not to scale



Artwork not to scale



Artwork not to scale