



**TEMPORARY SIGNAGE
PROPOSAL – R16**

Introduction

The following deck details our currently proposed and preferred external signage route, which we deem as essential given both the current, post-pandemic climate and current visibility into Arcade from outside the space.

While our initial plans included 4 signs around the exterior of the building (1x large primary sign and 3x further, smaller projected signs on the remaining corners), we have now omitted 3 signs from our proposal and reverted to a single, glass-fixed sign in efforts to come to an agreement for a suitable, temporary solution with Camden and planning.

Our initial plans also focused on permanent/long-term signage, which we have now amended to reflect a temporary, 1-year signage proposal.

We have taken all planning considerations and feedback on board, and re-grouped internally to propose a solution that we feel is best for the building, Arcade, and the surrounding area as a result.

We hope we can work together to come to a solution that works for both sides, while allowing Arcade a fair chance at recovery following last year’s industry decimation and the complete change to life as we knew it.

SIGNAGE REQUIRMENTS FACTORS

Externally visible, impact-generating signage is critical to the success of Arcade, the hospitality industry and the surrounding area. Primary factors and reasons for this are as follows:

1. Arcade and the wider hospitality industry need all the support possible to recover from the effects of the pandemic, and Arcade has a unique opportunity to help the industry rebuild. The hospitality industry has been decimated by the COVID-19 pandemic, with the industry needing all the support possible to rebuild and regain momentum with the public upon restrictions being lifted. Arcade's business model eliminates barriers for operators and culinary talent to re-enter the industry post-pandemic due to the following reasons:

- **LOWER COSTS** – Significant start-up cost reduction (vs. when opening own standalone restaurant) and no location scoping costs or high real estate fees required
- **SHARED EXPENSES** – Majority of costs (like general maintenance) are shared across all tenants
- **EXPOSURE** – Increased exposure via wider food hall traffic without additional marketing efforts
- **QUICKER STARTS** – Reduced acquisition/construction periods and minimal upfront capital requirements enable faster launch (and revenue generating) dates

- **SHORTER CONTRACTS** – Leases are not fixed/bespoke, flexible and much less risky than with own standalone restaurants
 - **POST-COVID COMPLIANT** – Automation and IoT improve labour efficiency and ensure end-to-end 'contactless' while the large indoor & outdoor spaces allow for post-COVID distancing
2. Arcade is an independent business designed to help other independent businesses in the hospitality industry succeed. In the 5 months we were open, we trained over 100 chefs and created nearly 200 jobs in the hospitality industry, incubating and creating exposure for culinary talent to experiment and thrive.
3. Our marketing efforts require certain staff to be reinstated, which will require high-levels of footfall-driven profits. The implementation of our first sign saw a 40% increase in footfall. With the majority of our staff on furlough, we need to drive a certain amount of profit upon reopening in order to reinstate key members of our Marketing team who will drive our strategy forward.
4. The surrounding area is empty, and urgently needs both incoming and returning footfall. Further delays to the CrossRail project, The Outernet opening and St. Giles Square activations have resulted in much less transit and footfall coming into the area than was expected, even before the COVID-19 pandemic. With employees from surrounding businesses also working remotely for the past year and foreseeable future, we need to capture all the footfall we can get.

INTERNAL SIGNAGE PROHIBITORS

Destination diners who have predetermined plans to visit Arcade are not enough to sustain our business given the current post-pandemic climate. In order for Arcade to succeed we must capture as much passing footfall as possible, ensuring that everyone walking or driving past Arcade clearly understands what we do. While the intention was to have Arcade's exterior work as a see-through glass box, the reflective nature of the glass installed means that the interior set-up (and any interior signage) is not visible from the outside of the building, rendering our offering largely unclear.

The most simple way for us to solve this problem is through explicitly stated 'food hall' signage wording that is highly visible at every distance, and in every form of moving transport going past at street-level transit routes while in motion. Not only does 'food hall' signage spark curiosity and fit with consumer longing for out-of-home dining experiences, but we have received a substantial amount of feedback that 'Arcade' on its own is not enough to make our food hall status clear, especially given the lack of interior visibility from outside.

Despite having experimented with a variety of internal signage options, the tinting and reflection of the glass makes it nearly impossible to see interior signage (and the interiors in general) from outside the building.

Reference images from one experiment – where an illuminated 'B' letter sign was erected inside the demise to test visibility – demonstrate this problem clearly and can be found on the next slide.

INTERNAL SIGNAGE PROHIBITORS – REFERENCE IMAGES (PART 1)



INTERNAL SIGNAGE PROHIBITORS – REFERENCE IMAGES (PART 2)



PREVIOUSLY DISCOUNTED ROUTES

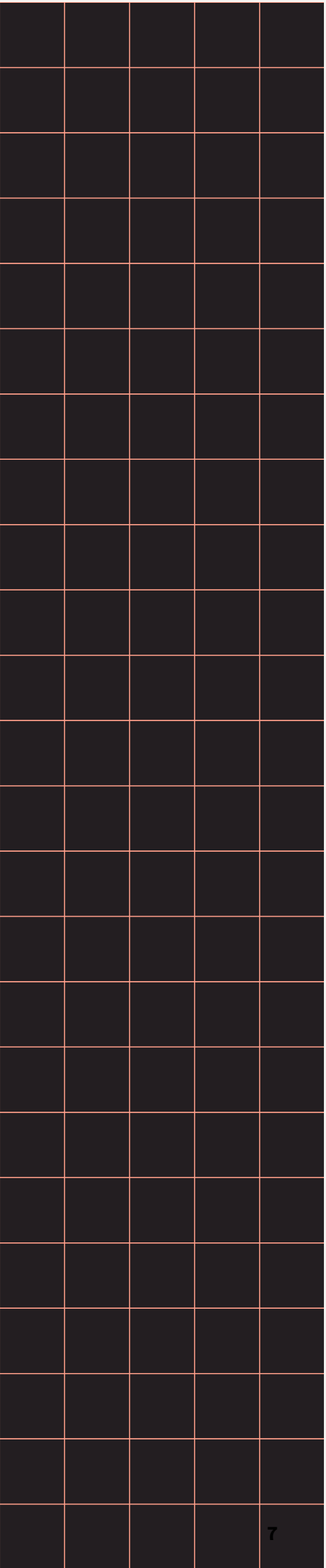
While many alternative routes have been discussed, the two primary and most viable routes are explained in more detail below, together with the reasons for which they’ve been discounted. Images for each can be found on the following slides.

OPTION 1

This concept – an externally hung sign fixed onto and projecting out from the exterior of the building – was our original and preferred route of intent. Rejected due to the potential impact on the building’s structure and detracting of its listed nature. Our further ideas have been derived from this concept, which we are now trying to replicate (as closely as possible) to achieve the same impact and aesthetic in a less intrusive manner.

OPTION 2

This concept – a temporary, removable external sign functioning as an A-board positioned on the footway outside of Arcade – is our fallback option in the event we are unable to have any type of signage fitted. While this route would not require a planning application, we would prefer to work with Camden to find a solution; it’s our wish to avoid this option at all costs due to both the size-related safety risks and garish aesthetic of sign required to make the same impact as our preferred route.



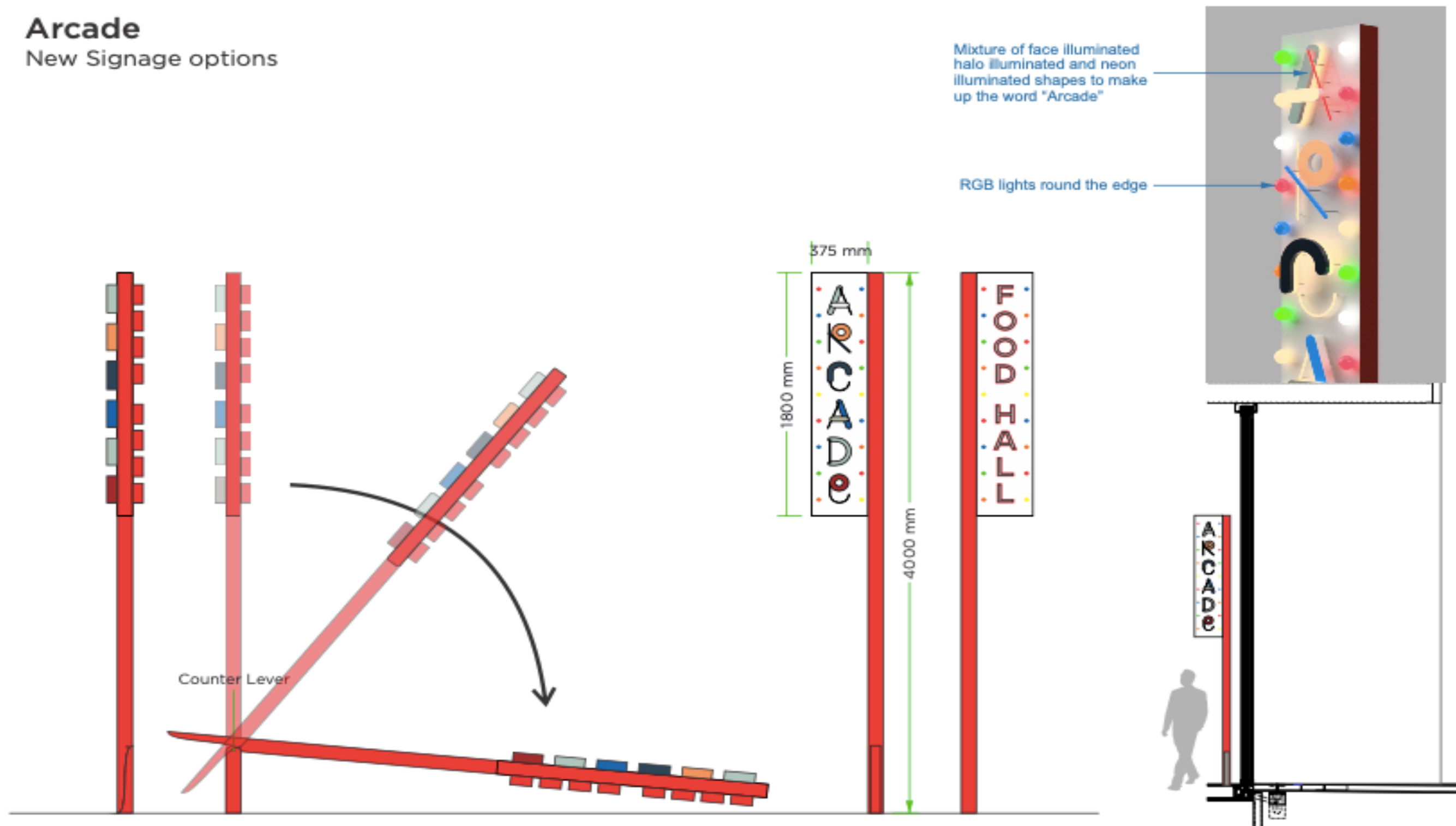
PREVIOUSLY DISCOUNTED ROUTES – OPTION 1

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PREVIOUSLY DISCOUNTED ROUTES - OPTION 2

This concept – a temporary, removable external sign functioning as an A-board positioned on the footway outside of Arcade – is our fallback option in the event we are unable to have any type of signage fitted. While this route would not require a planning application, we would prefer to work with Camden to find a solution; it's our wish to avoid this option at all costs due to both the size-related safety risks and general aesthetic required to make the same impact as our preferred route.

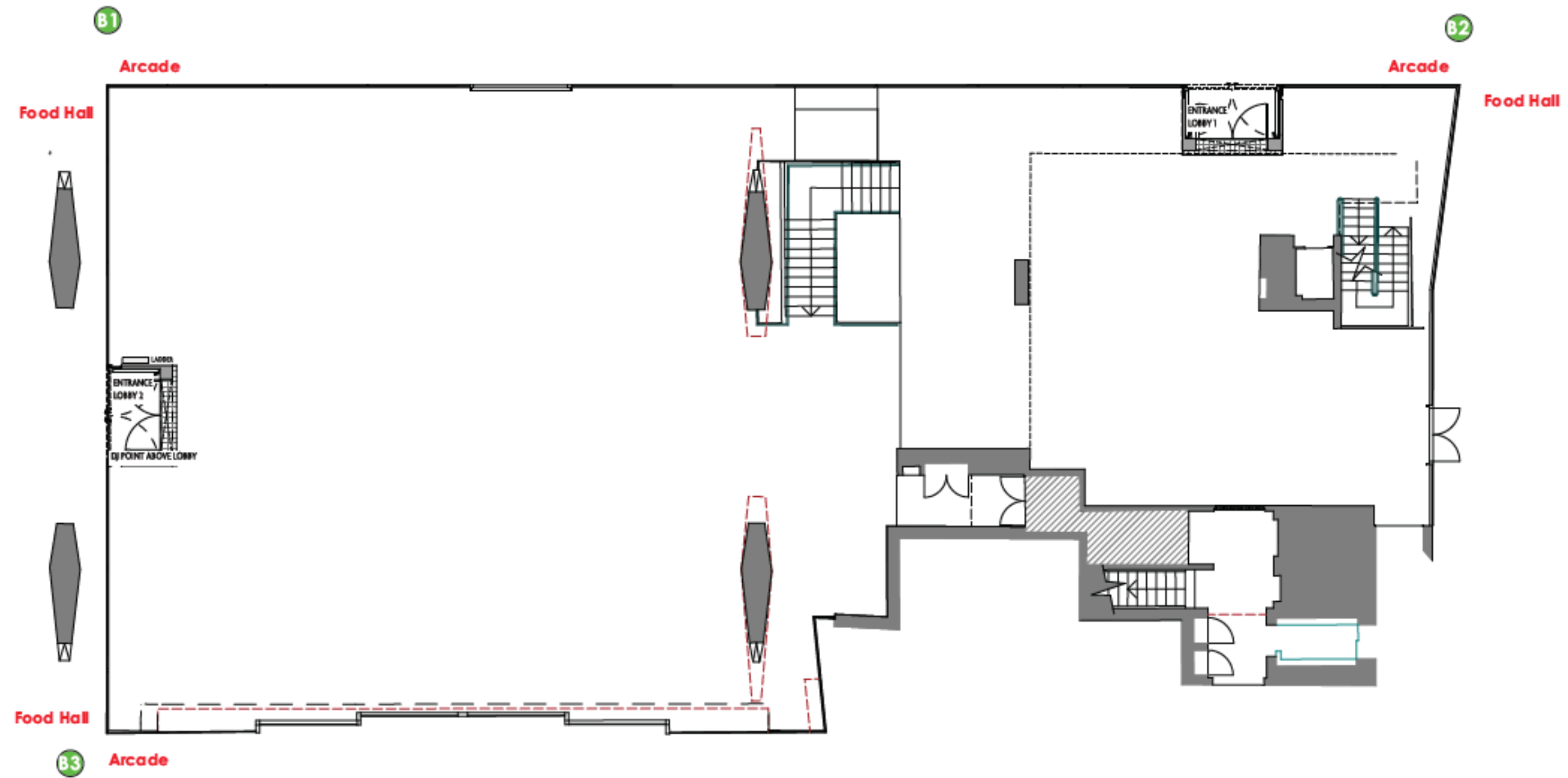


CURRENT PROPOSED / PREFERRED ROUTE

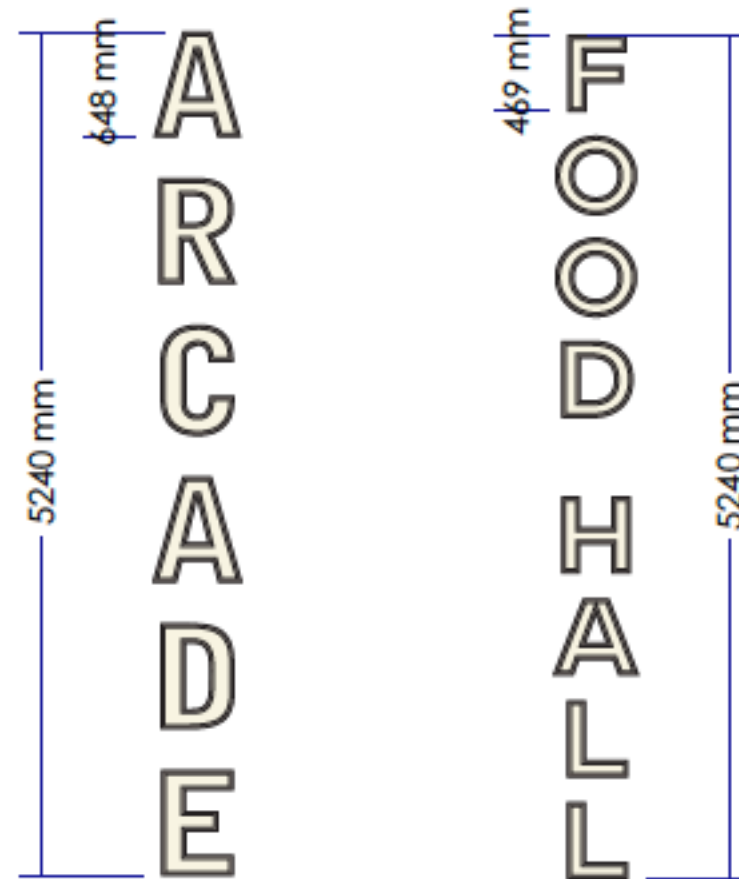
Given the planning restrictions and listed building sensitivity, the currently proposed route of a temporary, glaze-fixed sign with illuminated coloured letters is our preferred option and a compromise in line with all parties' objectives.

In this route (detailed on the next 3 slides) nothing is fixed to the listed elements of the building and there are no requirements for large fixings into sockets. The letters are instead applied directly to glazing on the exterior of the glass, which achieves the necessary impact (through size and visibility) without affecting or tarnishing the building's listed structure.

ARCADE: PLAN

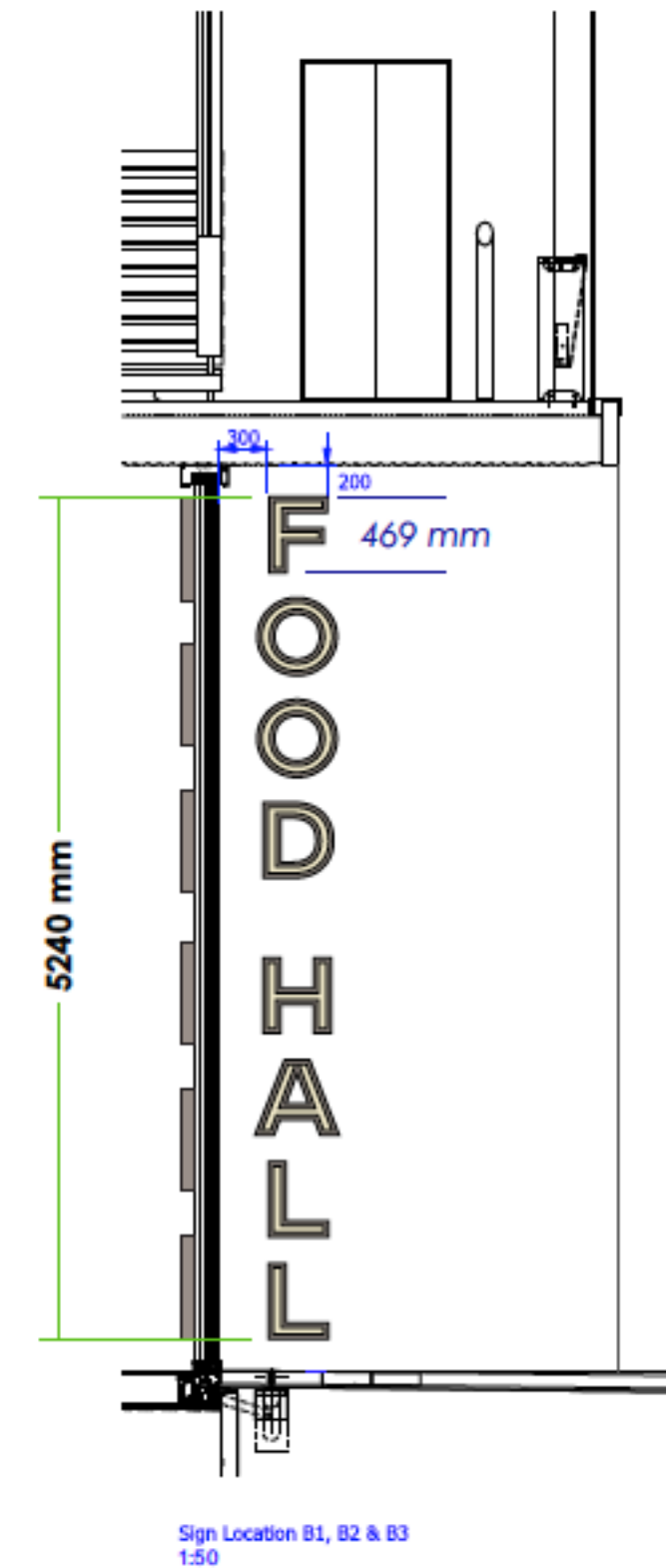


ARCADE: PROPOSED SIGNAGE



- B** 6no sets Built up face illuminated letters finished RAL 7043 with opal acrylic faces, internally illuminated with warm white 3000k 500cd/m2 static illumination.

Fixed back to glazing



ARCADE: EXTERNAL SIGNS



B1



B2



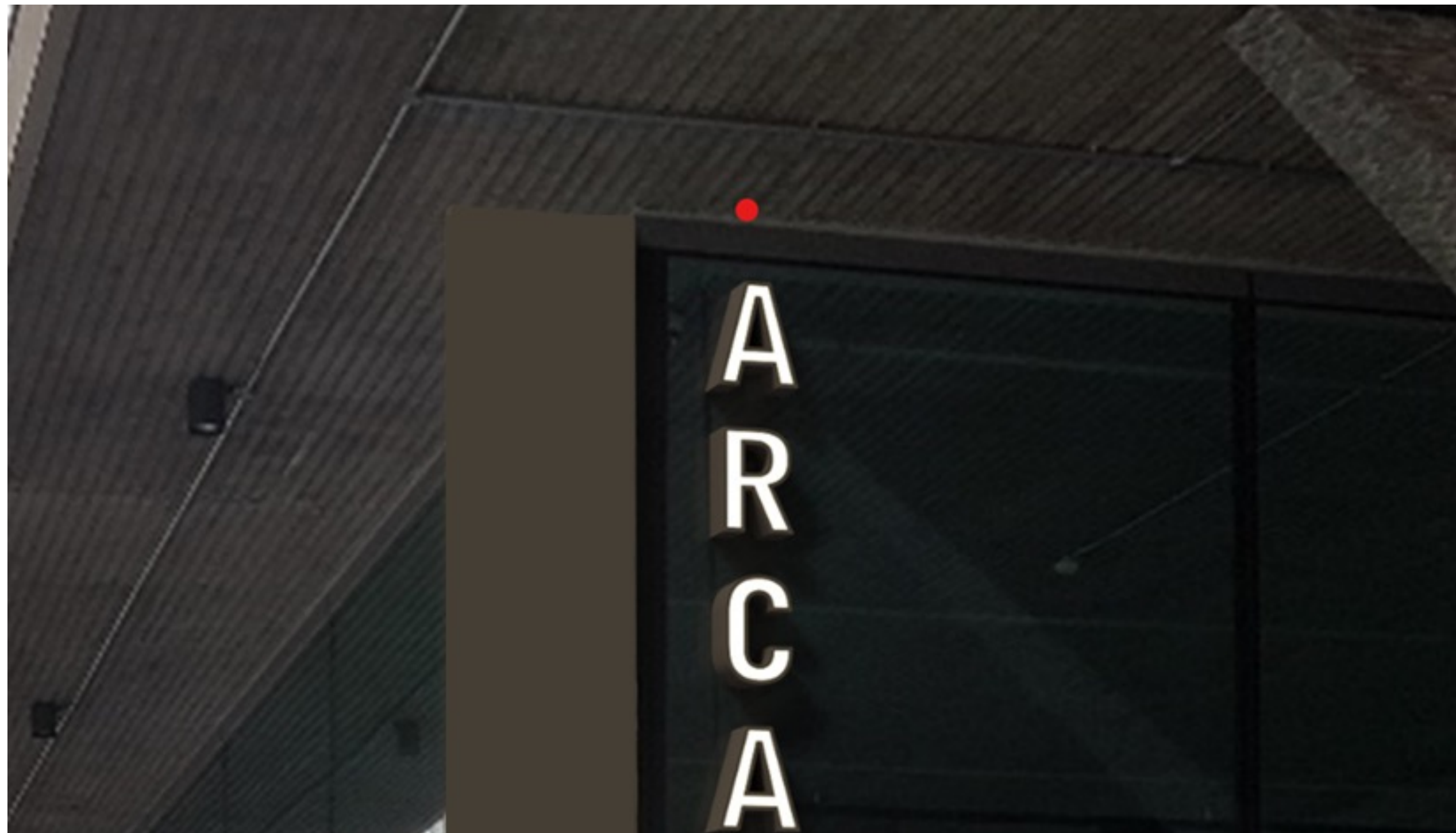
B3

Existing site photos

Proposed visuals

TEMPORARY SIGNAGE REVERSAL DETAILS

Of all the worthwhile signage options considered, our currently proposed 'glazed fixing' route is by far the least intrusive and most impactful. Any adhesive material specifications would explicitly require complete reversibility to ensure that the glazing is not damaged once removed. Through creating a small (and confirmed as 100% reversible) hole at the top of the glazing (see red dot in below image for reference), we could feed through a cable to which the letters are attached. The cable would be discretely fed through from an internal location, with the lighting fully controllable and dimmable. The signage company has confirmed all elements of this installation process would be 100% reversible and non-intrusive in line with the temporary permissions.





THANK YOU