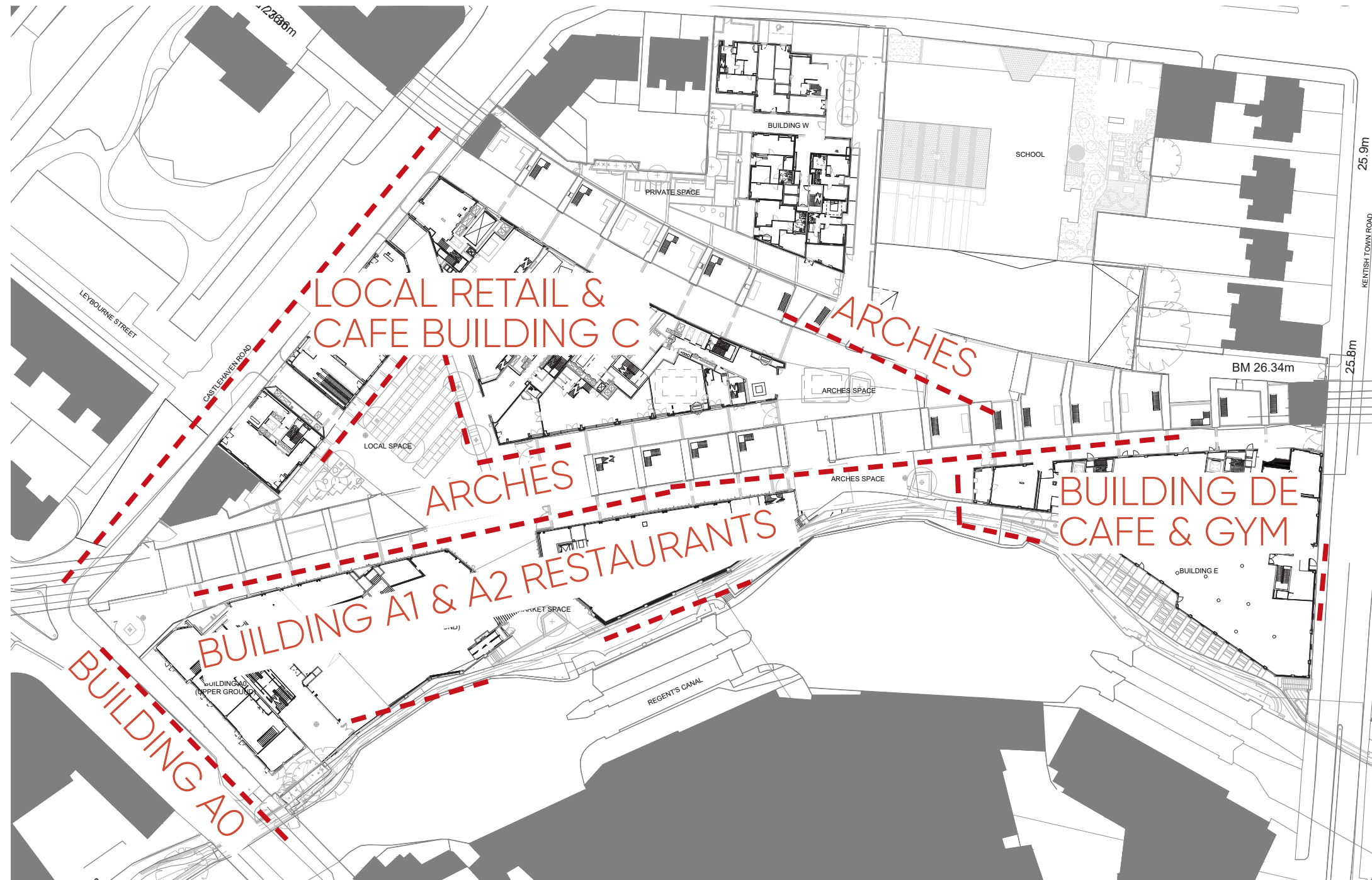
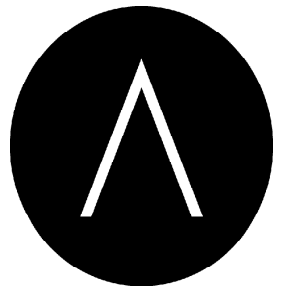




SHOPFRONT STRATEGY | REVISION C

MASTER PLAN SHOPFRONTS



This document has been prepared in order to re-discharge condition 21 of planning permission ref: 2020/0362/P.
The Shopfront Strategy was previously approved (ref: 2019/6215/P) on 13 February 2021.
This Shopfront Strategy will supersede the originally approved design.

NOTE :

All tenants will be required to submit their fit out requirements, of which this will fall a part of, any changes after that point will also fall under a licence for alteration. Both will require landlord's written consent, not to be withheld or delayed, where the Landlord will review the drawings and mock up to ensure that all the changes fall in line with the landlord's Shopfront Strategy as approved by the Council before this is approved by LabTech.

ELEVATION

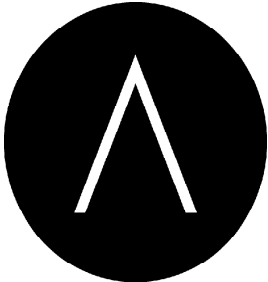
The approved shopfront strategy was designed to incorporate the signage in the retained upper fascia (mm 1040) within cornices and mouldings (height 650 mm and length of 4 meters-circa).

The new proposal is to have an external illuminated (with a downlight spot light) fascia and to add a blade sign to every bay. Another spot light would be placed on the fascia - on the left hand side - to illuminate the blade sign too.

The revised design is in response to tenants' request as a demand of a highly effective way to drive more foot traffic into their store, communicate their brand values strongly, increase visibility and brand recognition and deliver a unique message to their audience.

We would also propose a mm 600 x 600 blade sign at each bay positioned within the fascia - on the left hand side.

All tenants would be required to install the same style signage in order to maintain a consistent appearance, this is in line with the previous shopfront strategy decision notice.



NOTES |

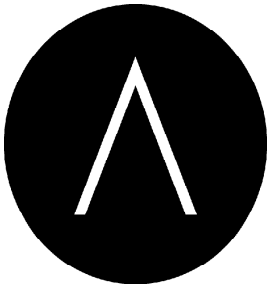


BUILDING FRONT ELEVATION

TYPICAL BAY | FASCIA ILLUMINATION

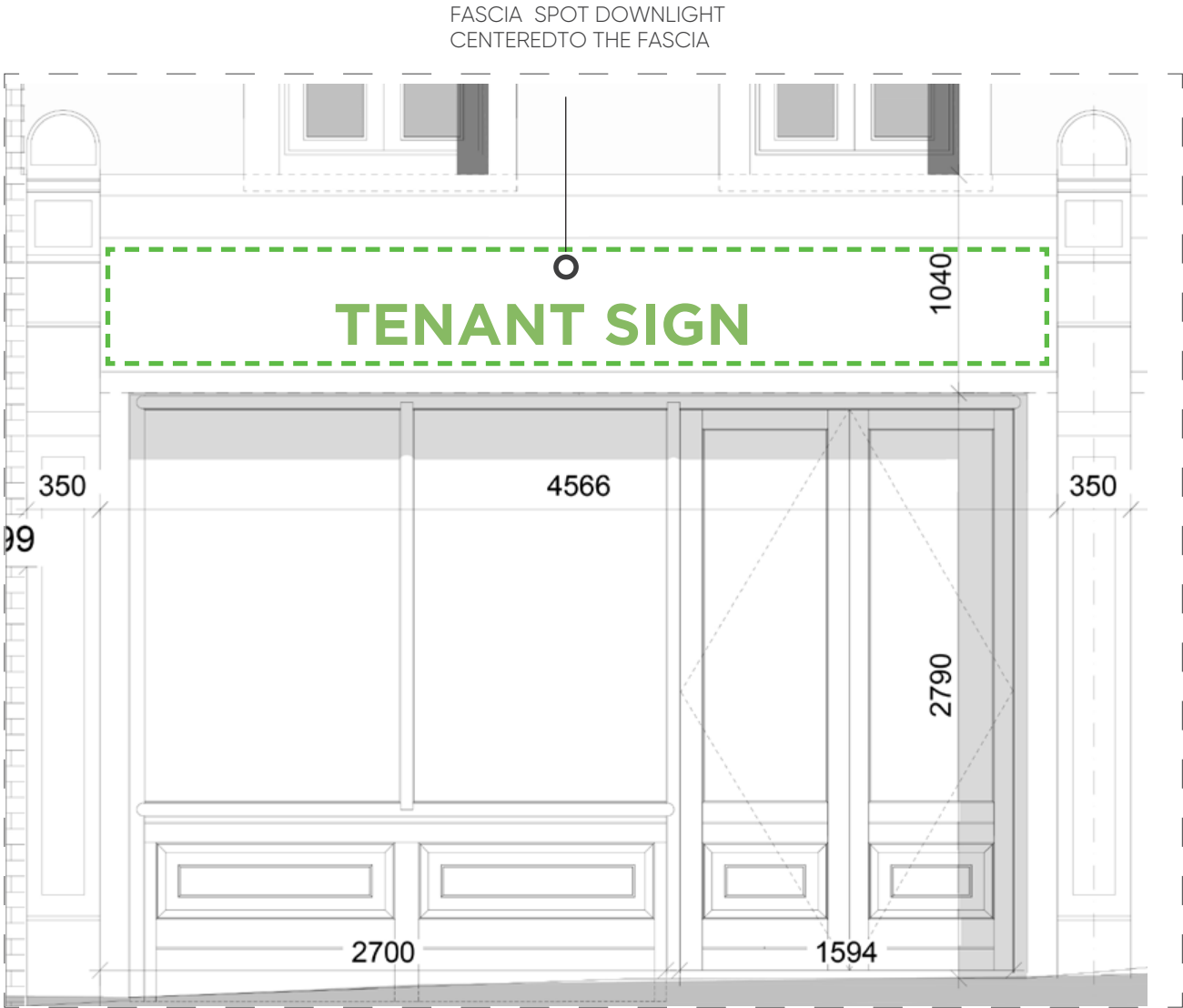
The key factor for this proposal is that with this type of signage tenants would have the ability to incorporate light and make the sign much more noticeable and legible at just about any time of day and in any weather condition.

All tenants would be required to install the same style signage in order to maintain a consistent appearance.

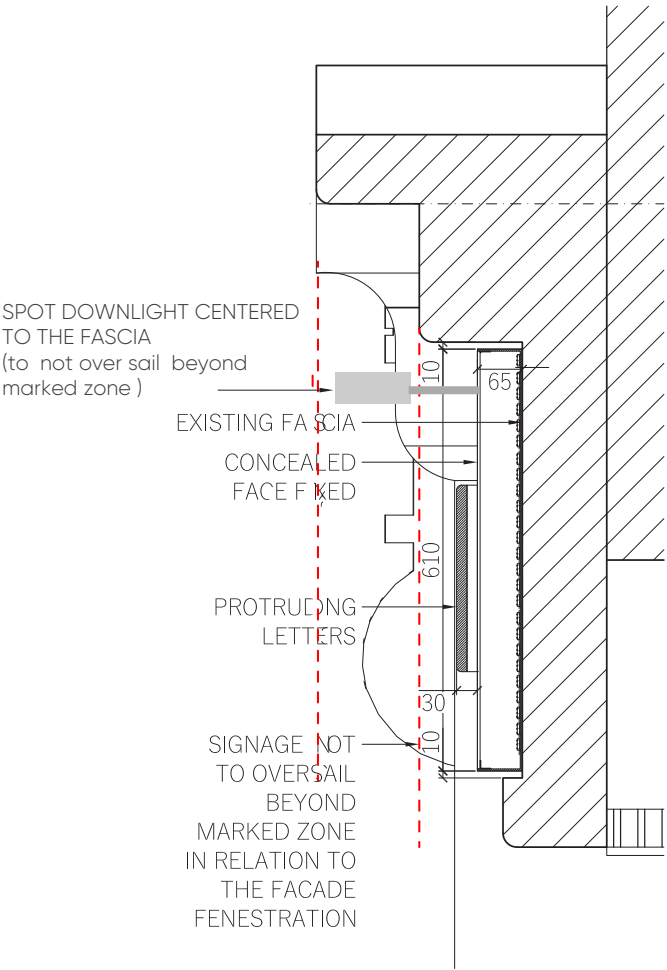


NOTES |

Landlord understands that tenant will be required to seek separate advertisement consent from LBC for individual signage prior to installation specifying proposed light fittings and lettering (size, type of lettering -2D or 3D)



TYPICAL BAY ELEVATION *ALL DIMENSIONS ARE IN MILLIMETRES



DETAIL 01

TYPICAL BAY | PROPOSED BLADE SIGN

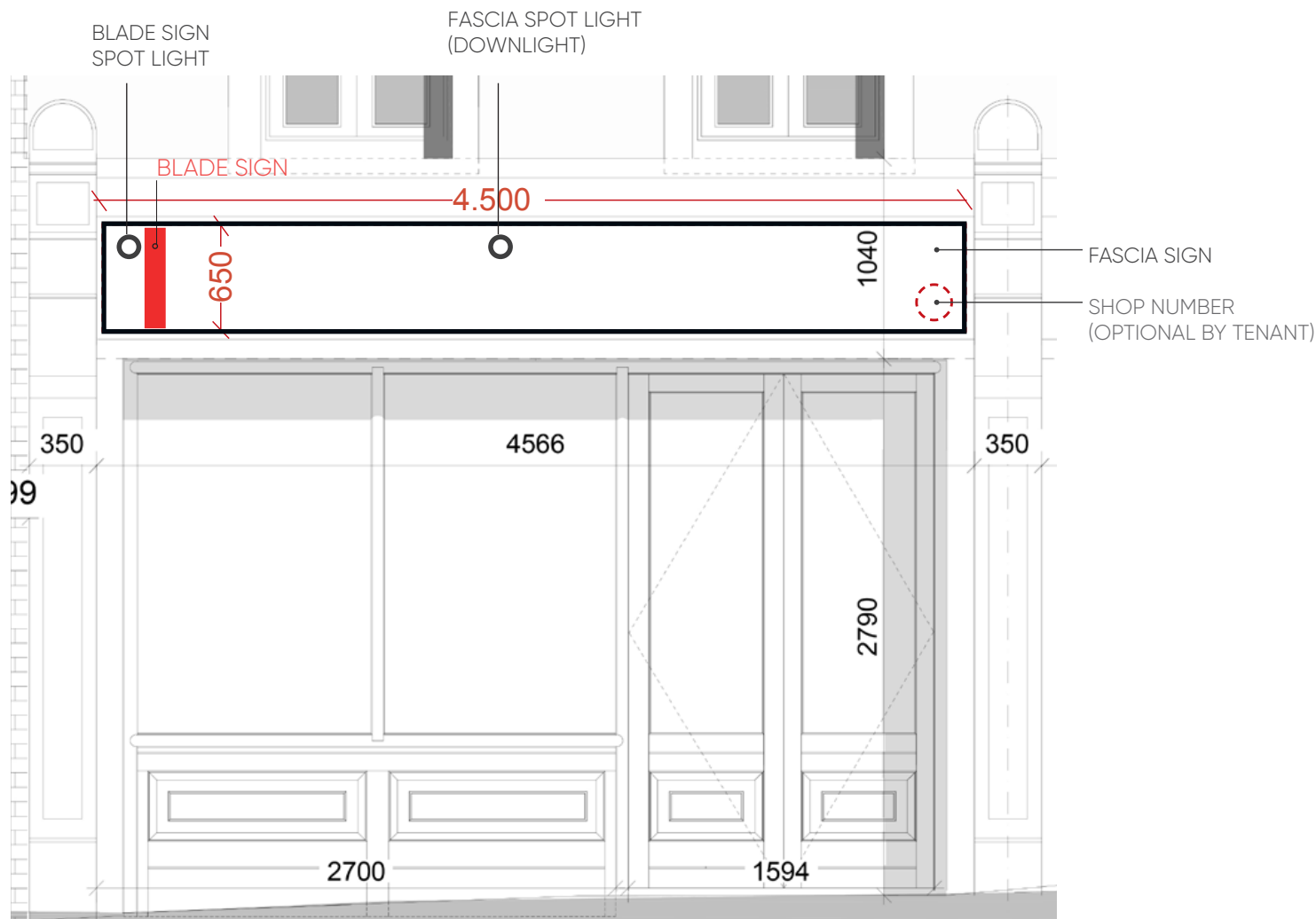
Blade sign is proposed to be integrated within the fascia, on the left hand side, to enhance shops’ visibility in the high street, enhancing too the overall quality of the street scene too.

It is proposed to install a mm 600 x 600 sign as per detail below . Blade sign won't be illuminated.

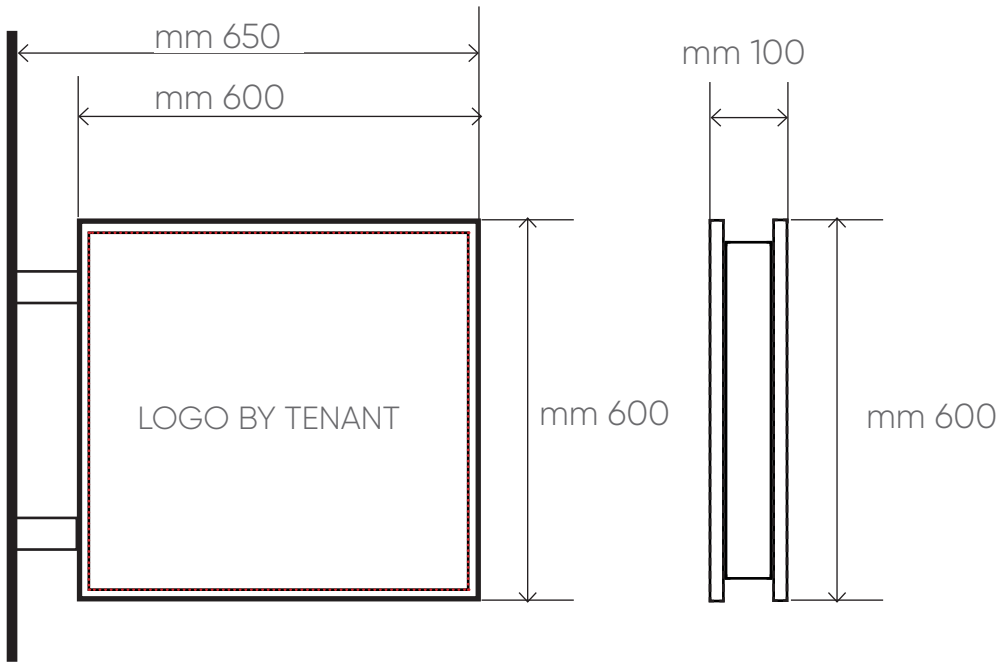


NOTES |

Landlord understands that tenant will be required to seek separate advertisement consent from LBC for individual signage prior to installation specifying proposed lettering size and type of letting -2D or 3D.



TYPICAL BAY ELEVATION *ALL DIMENSIONS ARE IN MILLIMETRES



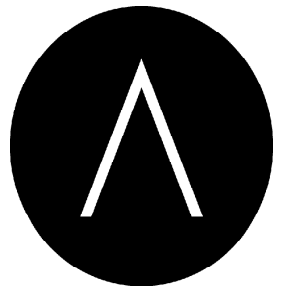
DETAIL 02 : FRONT FACE

SECTION

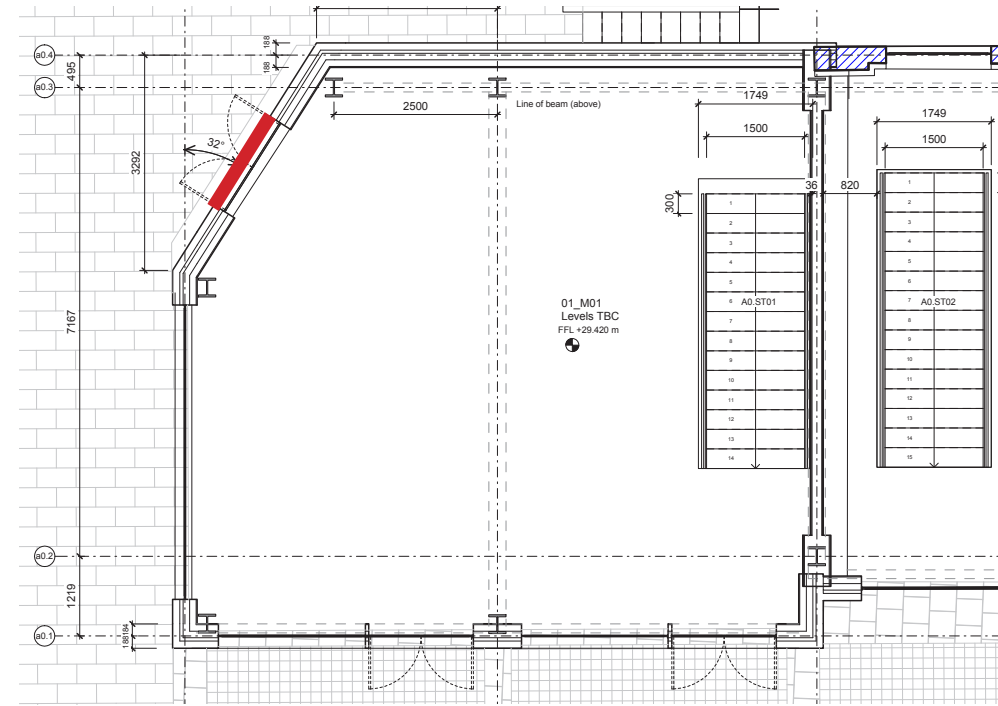


REFERENCE IMAGES

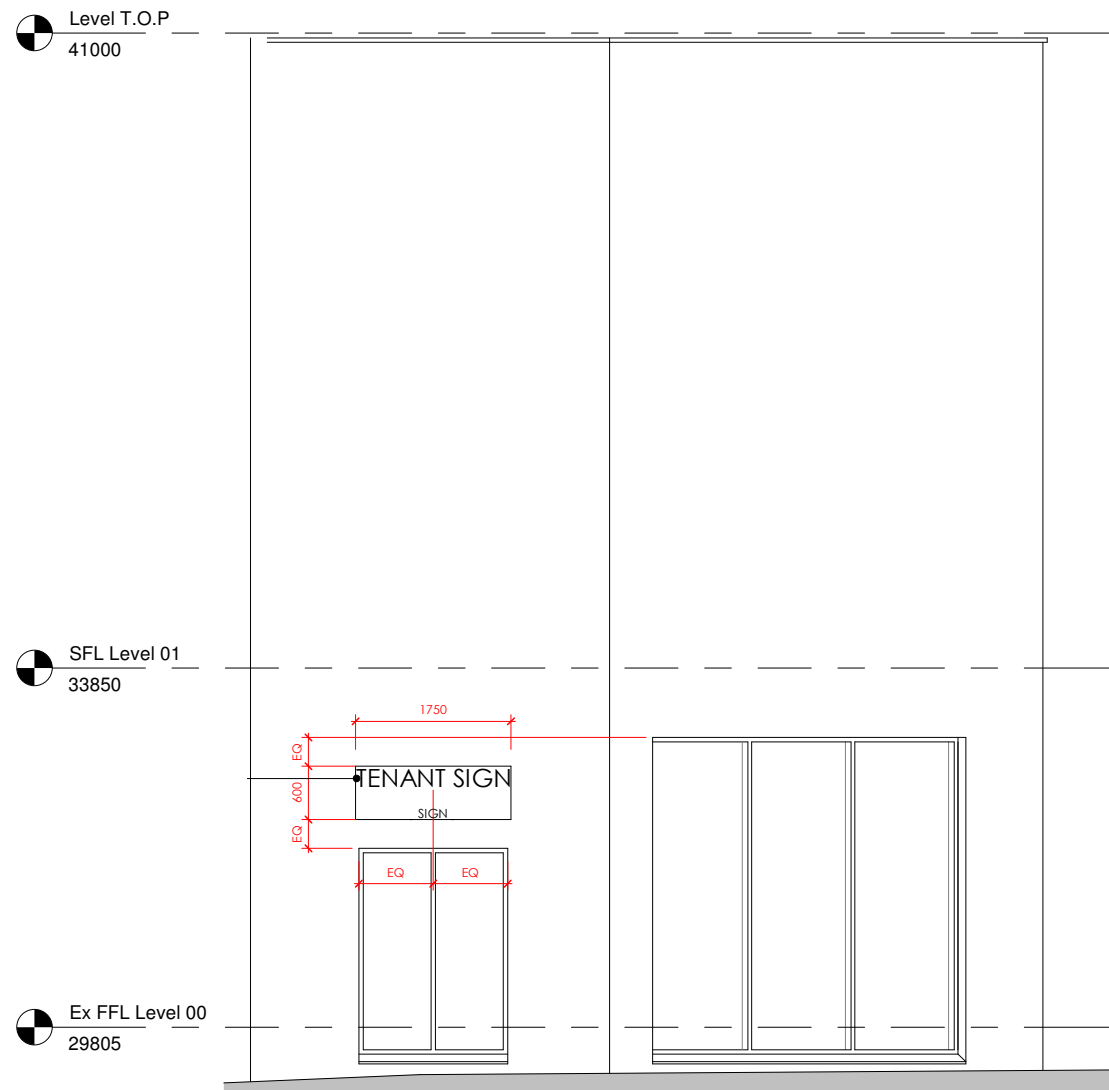
In order to give more visibility to the tenant on the corner unit of the building, for people coming from Water Lane, it is proposed to have a sign on the top of the window. Sign would be included within mm 600 x 1750 and illuminated as per detail below. It will not have any intermittent light source, moving feature or animation.



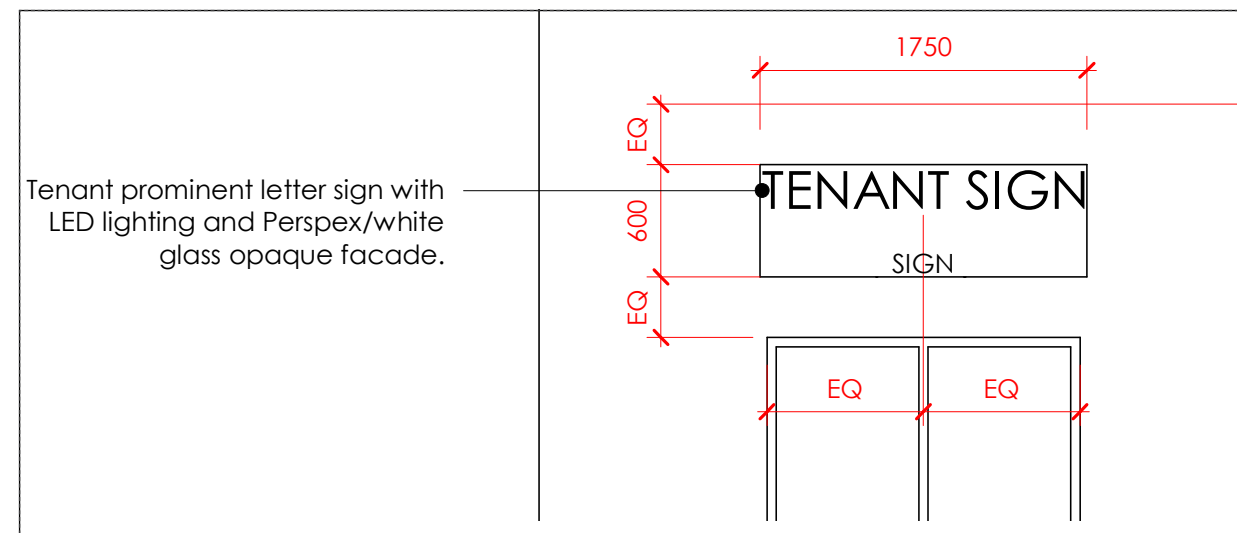
Landlord understands that tenant will be required to seek separate advertisement consent from LBC for individual signage prior to installation specifying proposed light fittings and lettering (size, type of light, type of lettering - 2D or 3D - colour of illumination, luminance level). The light produced by any of the advertisements will not go above a level set by the Landlord.



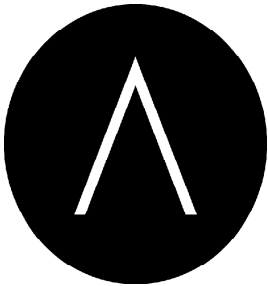
PLAN * ALL DIMENSIONS ARE IN MILLIMETRES



SIDE ELEVATION * ALL DIMENSIONS ARE IN MILLIMETRES



DETAIL * ALL DIMENSIONS ARE IN MILLIMETRES



As stated in the Camden Planning Guidance the illumination levels will be in accordance with the guidance set by the Institute of Lighting Engineers PLG05, we will put this on our Tenant Design and Fit Out Guidelines .

7 Definition of zones

An area may be zoned according to general level of illumination. There are five zones, which have been defined in accordance with the definitions in the ILP Guidance Notes for the Reduction of Light Pollution and CIE documents¹⁸. These zones are as follows:

Table 3: Environmental zones			
Zone	Surrounding	Lighting Environment	Examples
E0	Protected	Dark	UNESCO Starlight Reserves, IDA Dark Sky Parks
E1	Natural	Intrinsically dark	National Parks, Areas of Outstanding Natural Beauty etc
E2	Rural	Low district brightness	Village or relatively dark outer suburban locations
E3	Suburban	Medium district brightness	Small town centres or suburban locations
E4	Urban	High district brightness	Town/city centres with high levels of night-time activity

8 Recommendations

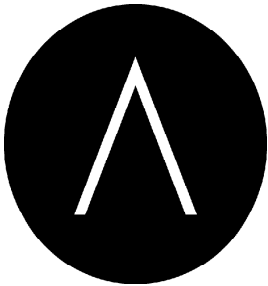
The maximum value of luminance anywhere on the surface of an advertisement at any time during the night is given in Table 4. This guide makes no recommendations about the luminance distribution across the advertisement as this is a matter of design and the message that the sign has to convey.

Table 4: Maximum permitted recommended luminance (cdm ⁻²)					
Illuminated area (m ²)	Zone E0	Zone E1	Zone E2	Zone E3	Zone E4
Up to 10	0	100	400	600	600
Over 10	0	n/a	200	300	300

Note:

REAR SHOPFRONT SIGNAGE | ARCHES S7 to S12

In order to give more visibility to the arches' tenant for people coming from the local space, it is proposed to have a sign on back of the arches set on the fascia as per main shopfront . Sign would be mm 800 x 200 , set mm 600 from the left hand side of the fascia' and will not be illuminated.

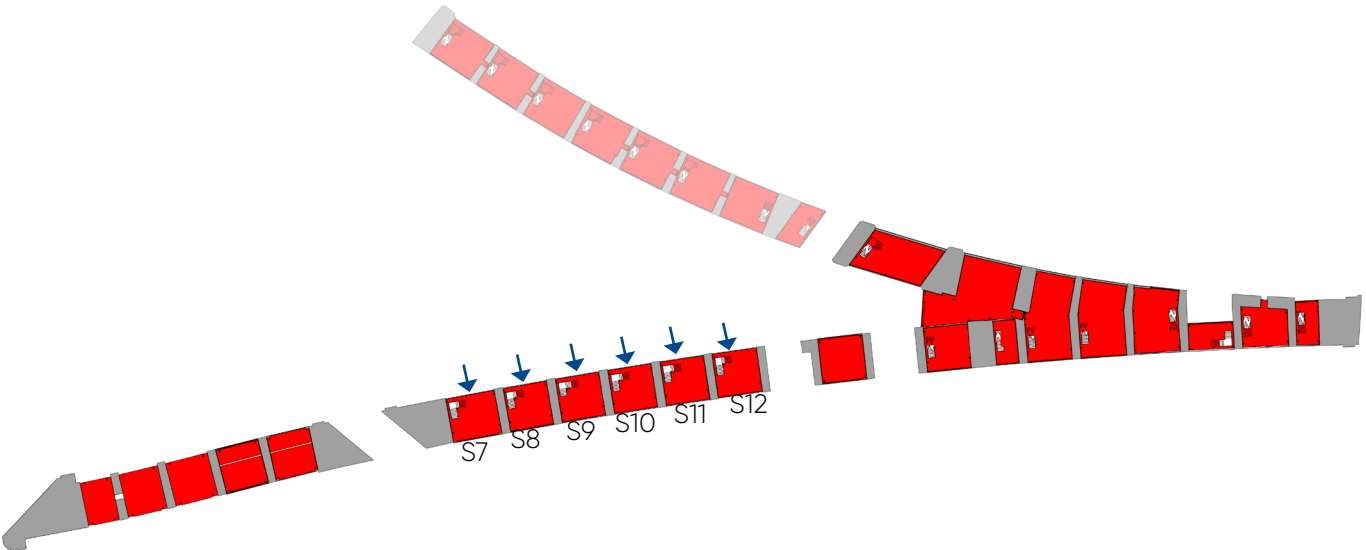


NOTES |

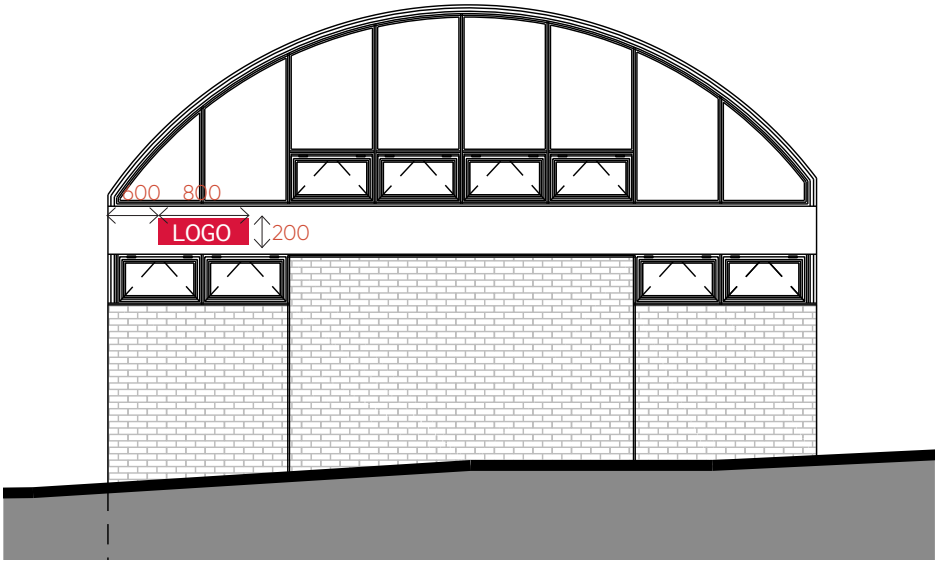
Landlord understands that tenant will be required to seek separate advertisement consent from LBC for individual signage prior to installation.



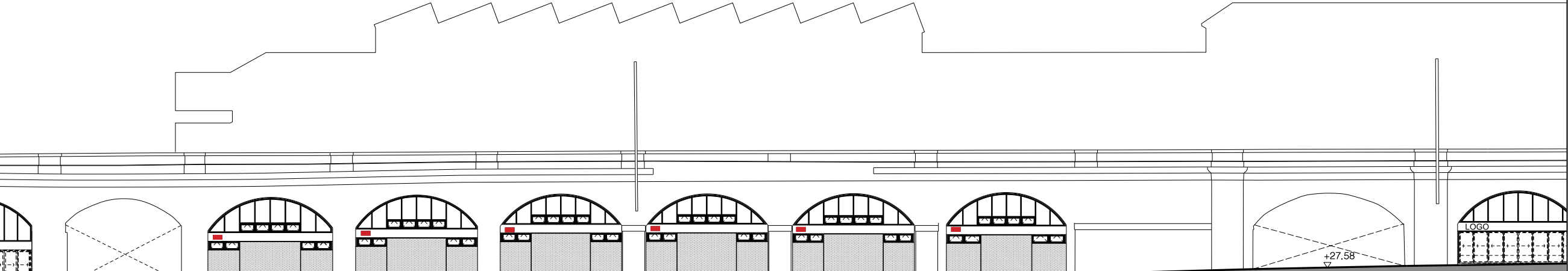
SITE PLAN



SITE PLAN | ARCHES



NORTH ELEVATION *ALL DIMENSIONS ARE IN MILLIMETRES



NORTH ELEVATION

S12

S11

S10

S9

S8

S7

