

WAYFINDING SIGNAGE PROVENDER STORES & LONG STABLE

CONTENTS

INTRODUCTION	page 3
--------------	--------

LOCATION & SITE PLANS	page 4
LOCATION PLAN	page 5
SITE PLAN – GROUND FLOOR	page 6
SITE PLAN – FIRST FLOOR	page 7
SITE PLAN – SECOND FLOOR	page 8

PATH CONNECTIVITY INSIDE THE SITE	page 9
GROUND FLOOR	page 10
FIRST FLOOR	page 11
SECOND FLOOR	page 12
SITE ISSUES & OPPORTUNITIES	page 13

SIGNAGE POSITIONS	page 14
GROUND FLOOR	page 15
FIRST FLOOR	page 16
SECOND FLOOR	page 17
PHOTO REFERENCES	from page 18

EXTERIOR SIGNAGE METHODS	from page 23
DETAIL	from page 27

SECTIONS & ELEVATIONS	from page 32
-----------------------	--------------

INTRODUCTION

The Provender and Long Stable buidlings, located within the South-East corner of Stables Market, neighbouring the Tack Room and Chalk Farm Road stables, are a key heritage site recently restored by LabTech.

Since the restorations have been completed, customer footfall has been low in this area – indicating a requirement for wayfinding signage that would navigate customers to and around the site.

This document outlines signage methods for the building exteriors, that serve to highlight and champion the heritage of the Provender and Long Stable.

LOCATION & SITE PLANS

This section outlines the Provender and Long Stable buildings’ location within Stables Market, along with floorplans for each level

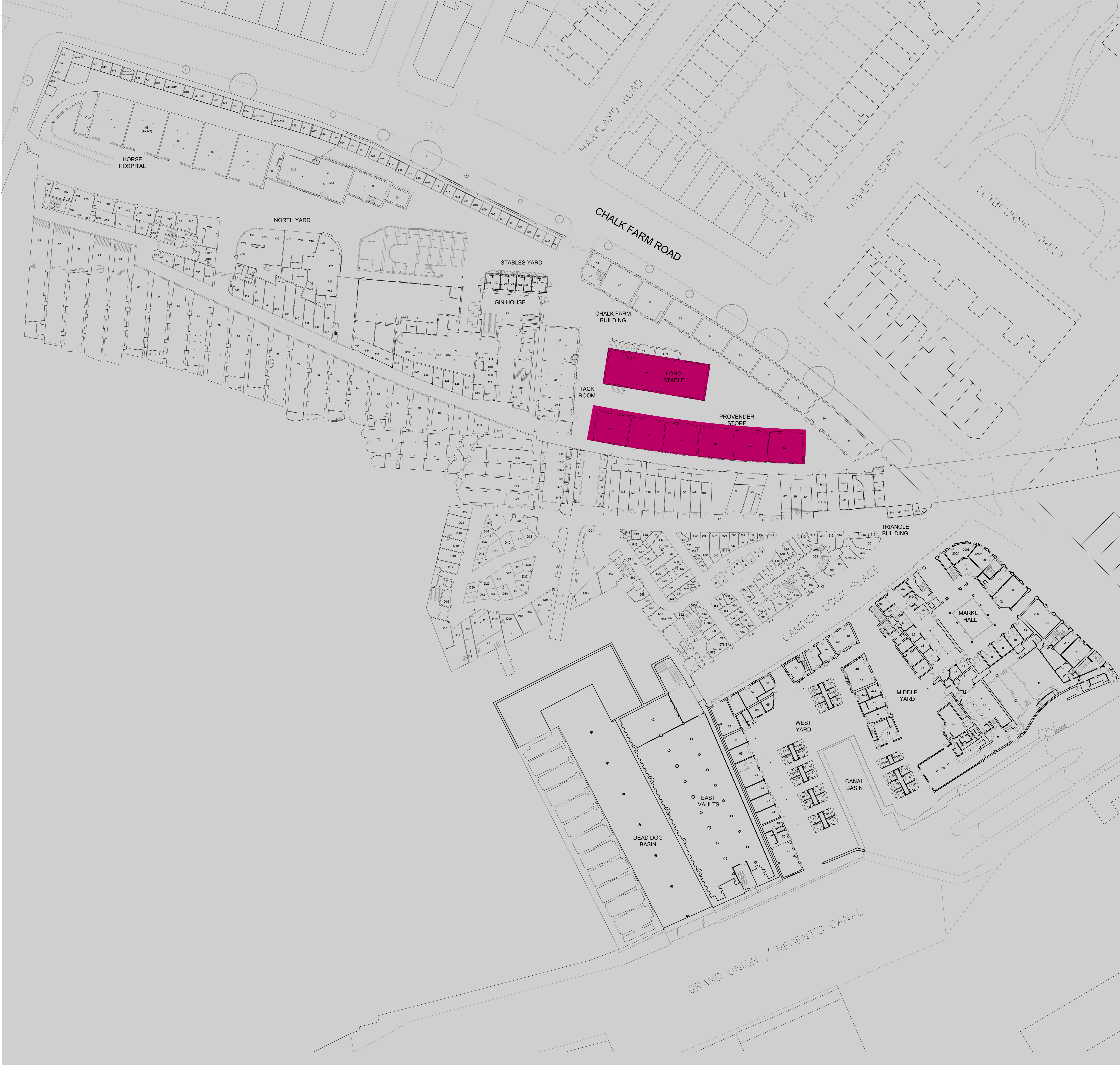
CAMDEN MARKET
DESIGN PROPOSAL

WAYFINDING SIGNAGE
PROVENDER STORES
& LONG STABLE

LOCATION PLAN
GROUND FLOOR

Provender Stores
& Long Stable

CAMDEN
MARKET



CAMDEN MARKET

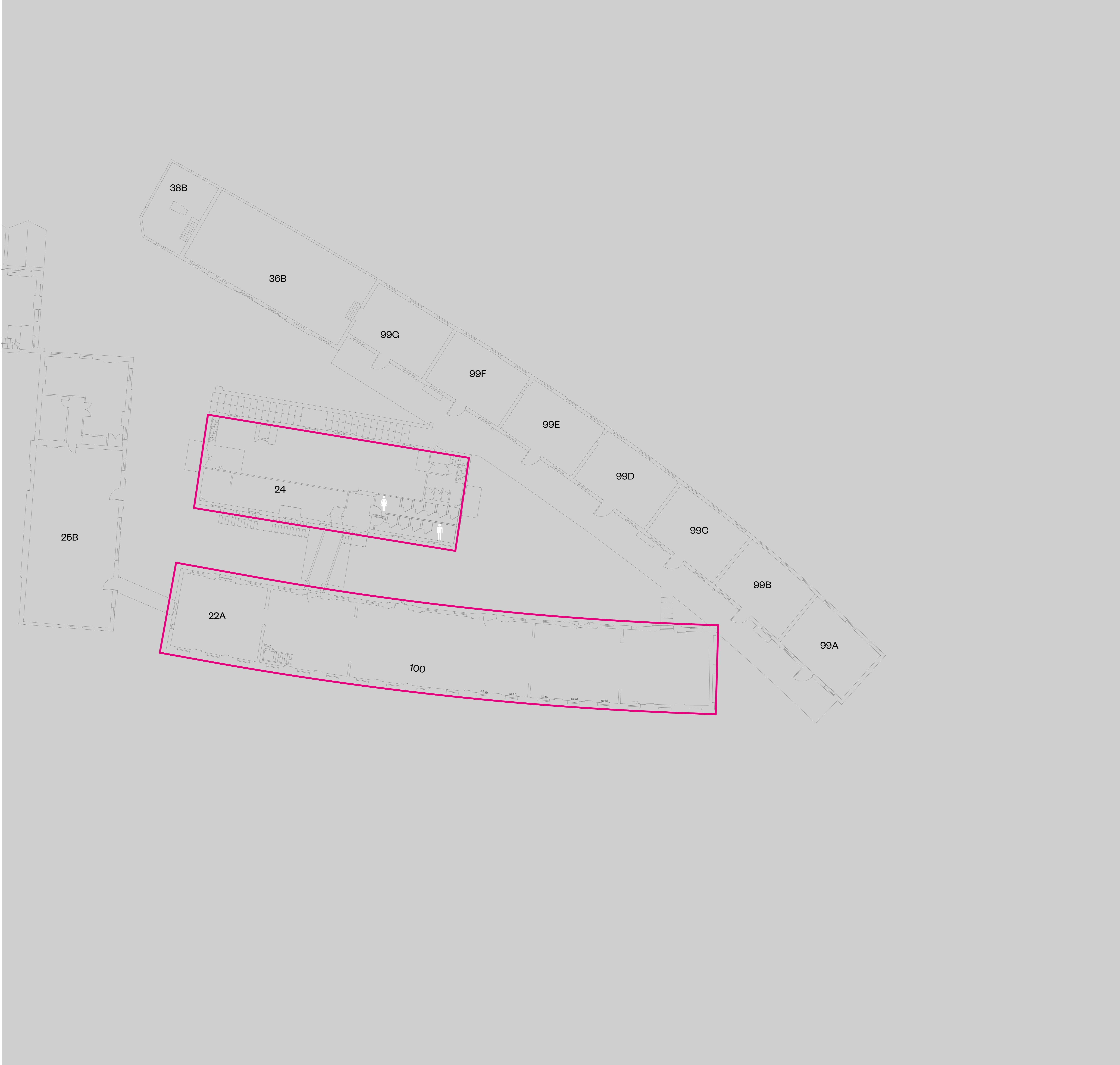


CAMDEN MARKET
DESIGN PROPOSAL

WAYFINDING SIGNAGE
PROVENDER STORES
& LONG STABLE

SITE PLAN
FIRST FLOOR

— Provender Stores
& Long Stable



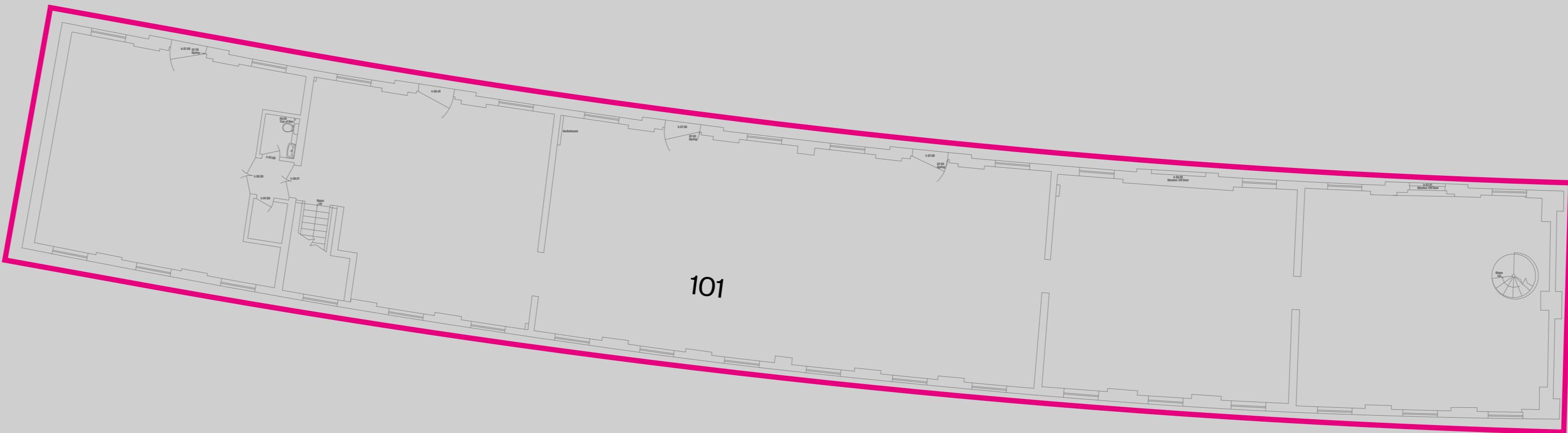
CAMDEN
MARKET

CAMDEN MARKET
DESIGN PROPOSAL

WAYFINDING SIGNAGE
PROVENDER STORES
& LONG STABLE

SITE PLAN
SECOND FLOOR

— Provender Stores
& Long Stable



CAMDEN
MARKET

PATH CONNECTIVITY INSIDE THE SITE

This section visualises a route analysis, undertaken in and around the site, to identify critical zones where signage should be included.

CAMDEN MARKET
DESIGN PROPOSAL

WAYFINDING SIGNAGE
PROVENDER STORES
& LONG STABLE

PATH
CONNECTIVITY
(INTERIOR
NAVIGATION)
GROUND FLOOR

To aid the wayfinding strategy,
a route analysis has been
undertaken.

Lines with warmer colours
represent routes where customers
are met with a greater choice
of decisions to make, during their
navigation around the site.

CAMDEN
MARKET



CAMDEN MARKET
DESIGN PROPOSAL

WAYFINDING SIGNAGE
PROVENDER STORES
& LONG STABLE

PATH
CONNECTIVITY
(INTERIOR
NAVIGATION)
FIRST FLOOR

To aid the wayfinding strategy,
a route analysis has been
undertaken.

Lines with warmer colours
represent routes where customers
are met with a greater choice
of decisions to make, during their
navigation around the site.

CAMDEN
MARKET



**CAMDEN MARKET
DESIGN PROPOSAL**

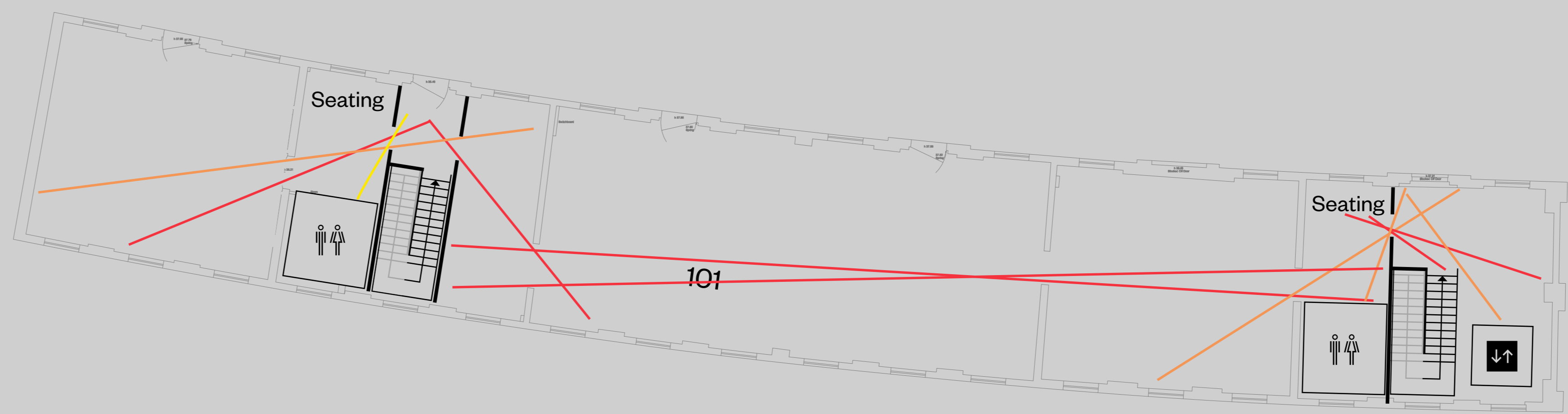
**WAYFINDING SIGNAGE
PROVENDER STORES
& LONG STABLE**

**PATH
CONNECTIVITY
(INTERIOR
NAVIGATION)
SECOND FLOOR**

To aid the wayfinding strategy,
a route analysis has been
undertaken.

Lines with warmer colours
represent routes where customers
are met with a greater choice
of decisions to make, during their
navigation around the site.

**CAMDEN
MARKET**



SITE ISSUES & OPPORTUNITIES

ISSUE

LIFT AND STAIRWELL **LOBBIES** ARE **COMPLEX** FLOOR LAYOUTS **TO NAVIGATE**

OPPORTUNITY

Directional signage needed, positioned within the most common sightlines in the lobbies, to help customers reach the retail spaces

ISSUE

STAIRWELLS WILL BE **KEY FOCAL POINTS**

OPPORTUNITY

Floor level signage needed, either in front or suspended above them

CAMDEN
MARKET

ISSUE

FROM EXITING THE LIFTS ON THE UPPER FLOORS, **STAIRWELLS RESTRICT VISIBILITY OF ENTRANCES** INTO THE CENTRAL PROVENDER UNITS

OPPORTUNITY

Wall-mounted directional signage, positioned opposite and facing the stairwells and lifts, will alleviate this navigational problem

ISSUE

RESTRICTED VISIBILITY INSIDE FROM UNITS 100 & 101 TO LIFT AND STAIRWELL LOBBIES

OPPORTUNITY

Visibility out of the larger tenant units / spaces, in Provender 1st and 2nd floor, requires pronounce visual cues (illuminated or LED neon signs would be a good call here)

ISSUE

DIRECTIONAL OR ENTRANCE **SIGNAGE NEEDED ON FIRST FLOOR WALKWAYS**

OPPORTUNITY

To encourage footfall into the Stores from the Gabeto (Long Stable) first floor toilets, and from the 99s first floor, signs are needed to either direct to or greet at the entrances

SIGNAGE POSITIONS

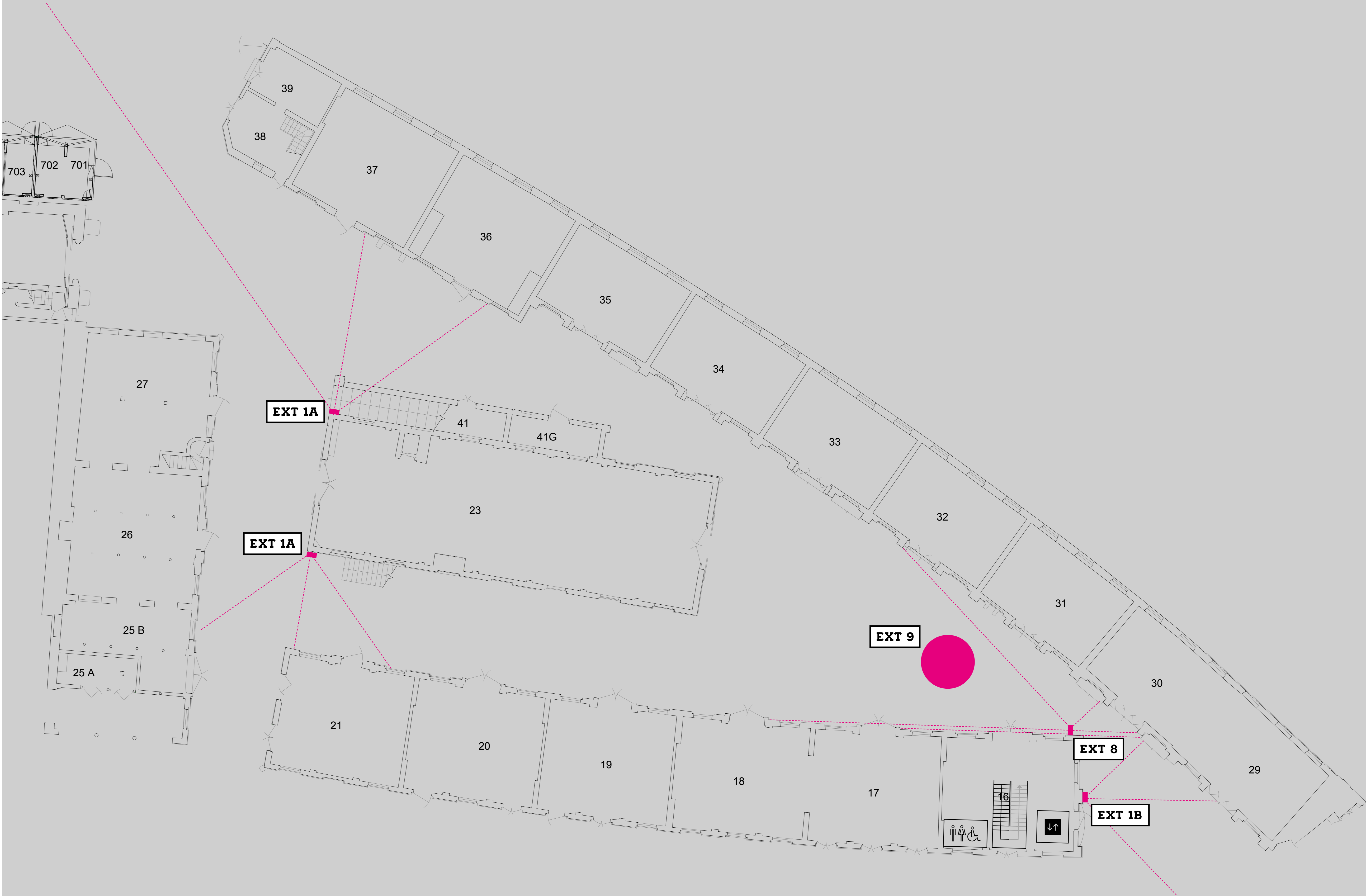
This section provides an overview of signage locations on the exterior of the buildings.

CAMDEN MARKET
DESIGN PROPOSAL

WAYFINDING SIGNAGE
PROVENDER STORES
& LONG STABLE

SIGNAGE
POSITIONS
GROUND FLOOR

- Signage locations
- Sight lines
- EXT Exterior signage method



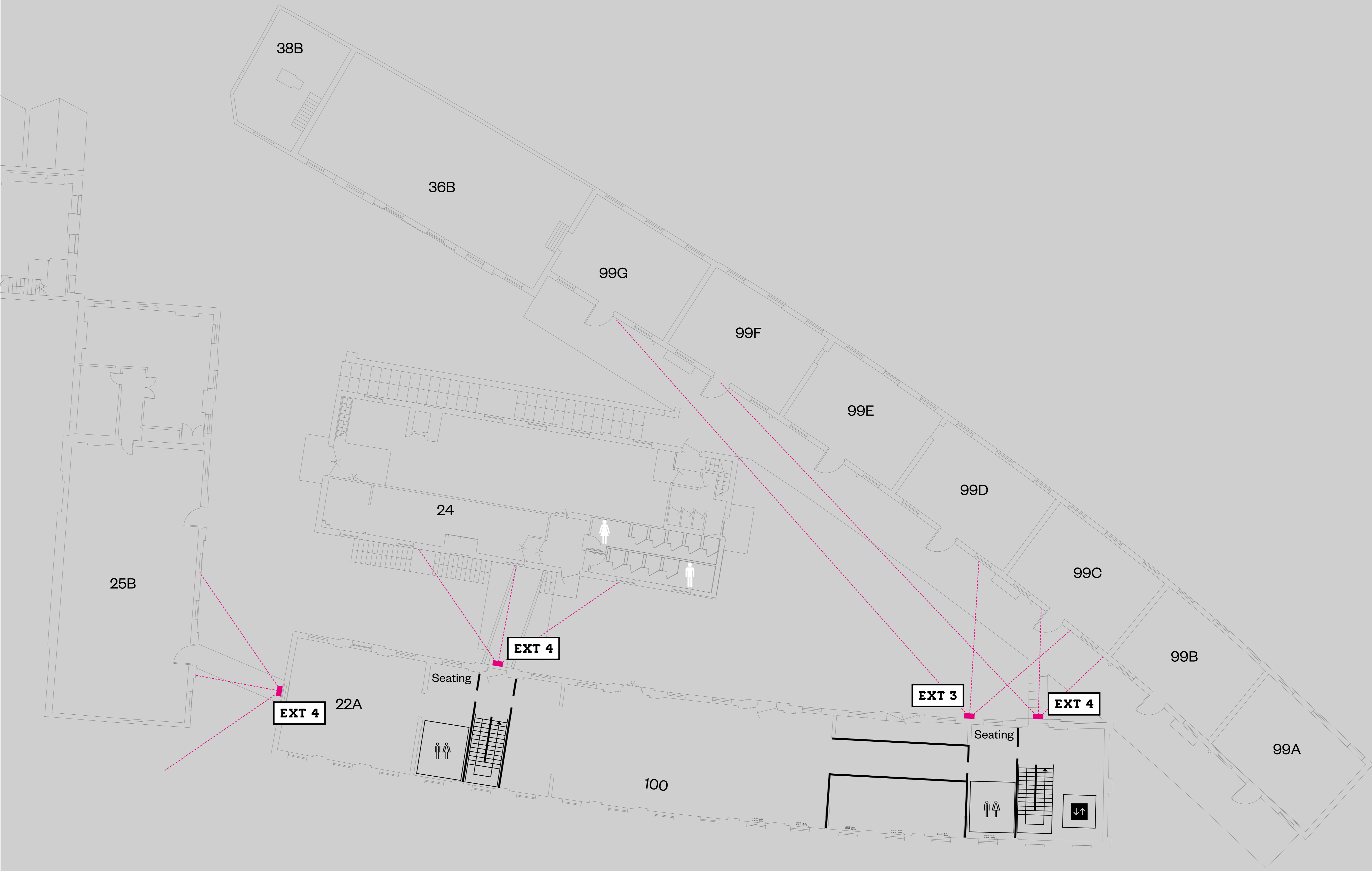
CAMDEN
MARKET

CAMDEN MARKET
DESIGN PROPOSAL

WAYFINDING SIGNAGE
PROVENDER STORES
& LONG STABLE

SIGNAGE
POSITIONS
FIRST FLOOR

- Signage locations
- Sight lines
- EXT Exterior signage method



CAMDEN
MARKET

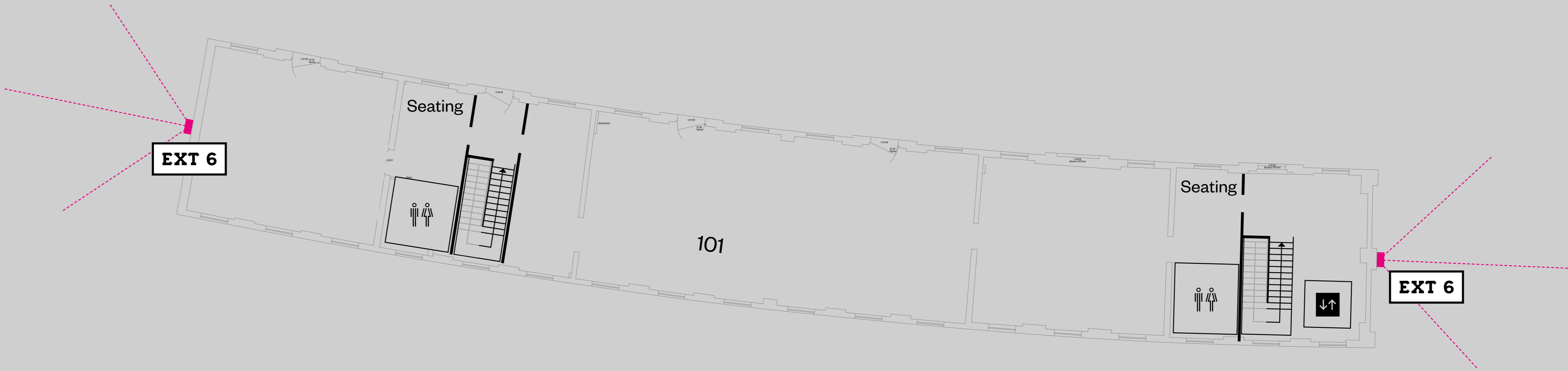
CAMDEN MARKET
DESIGN PROPOSAL

WAYFINDING SIGNAGE
PROVENDER STORES
& LONG STABLE

SIGNAGE
POSITIONS
SECOND FLOOR

- Signage locations
- Sight lines
- EXT Exterior signage method

CAMDEN
MARKET



EXTERIOR SIGNAGE POSITIONS

□ Signage locations

EXT 1A



EXT 1A



EXTERIOR SIGNAGE POSITIONS

□ Signage locations



EXTERIOR SIGNAGE POSITIONS

□ Signage locations



EXTERIOR SIGNAGE POSITIONS

□ Signage locations



EXTERIOR SIGNAGE POSITIONS

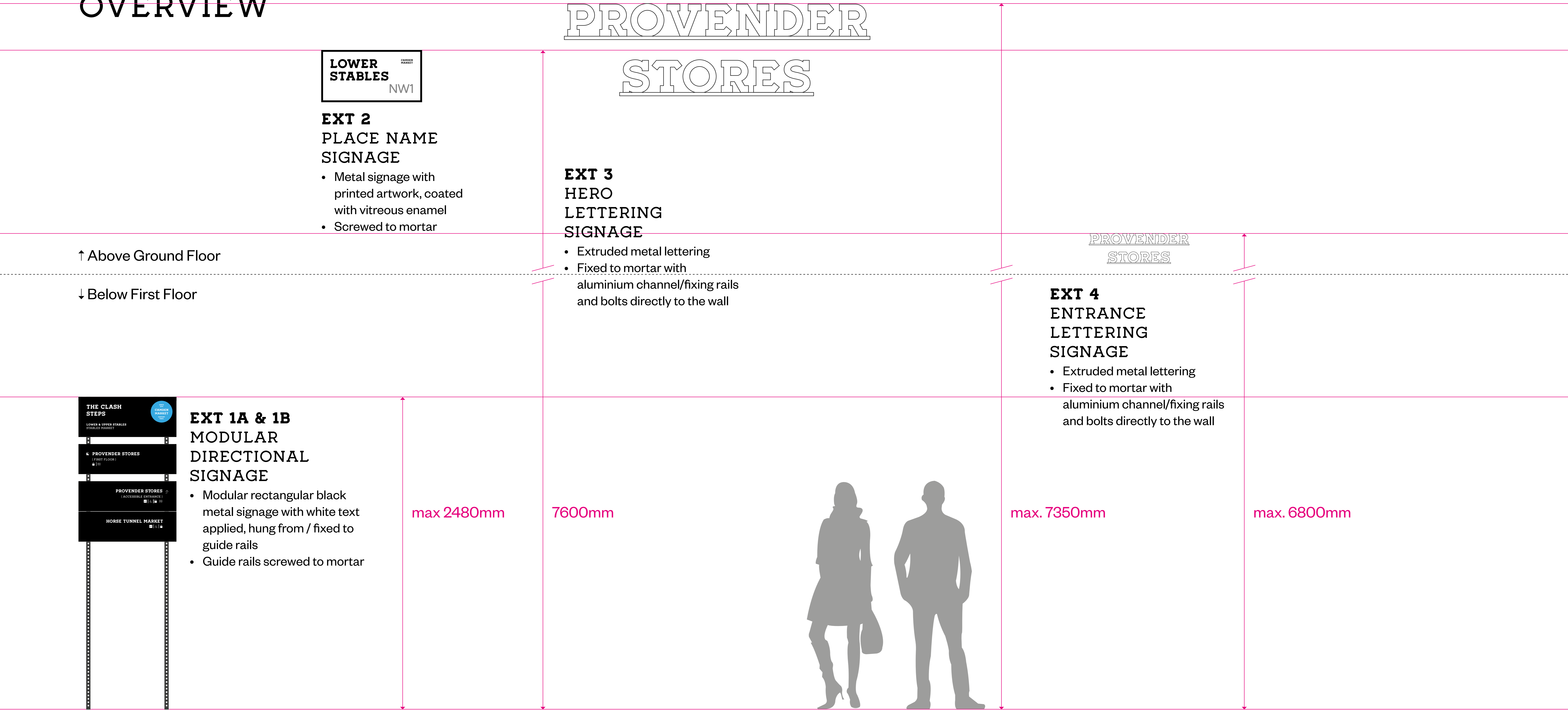
□ Signage locations



EXTERIOR SIGNAGE METHODS

This section outlines the signage methods to be used on the exterior of the buildings, in an overview as well as in detail for each method.

EXTERIOR
SIGNAGE METHODS
OVERVIEW



EXTERIOR
SIGNAGE METHODS
OVERVIEW CONTINUED



EXT 6
HERO
PAINTED SIGNAGE

- White painted signage, painted by a signwriter, direct to brickwork

EXT 8
EXISTING PROJECTING
HANGING SIGNAGE

(EXISTING HERITAGE TENANT SIGNAGE SPECIFICATION, **PREVIOUSLY APPROVED**)

- Projecting metal support post, powder-coated black, screwed to mortar
- Hanging timber frame sign, painted black, hung by chains from support post
- Black and white print to foamex board, glued to hanging sign



max. 3387mm
(From Ground)

↑ Above Ground Floor

↓ Below First Floor

SIGNAGE METHODS
(EXTERIOR) CONTINUED

Scale = 1:50
On w1200 x h800mm sheet size

CAMDEN

LOWER
STABLES

PROVENDER
STORES

STABLES
MARKET

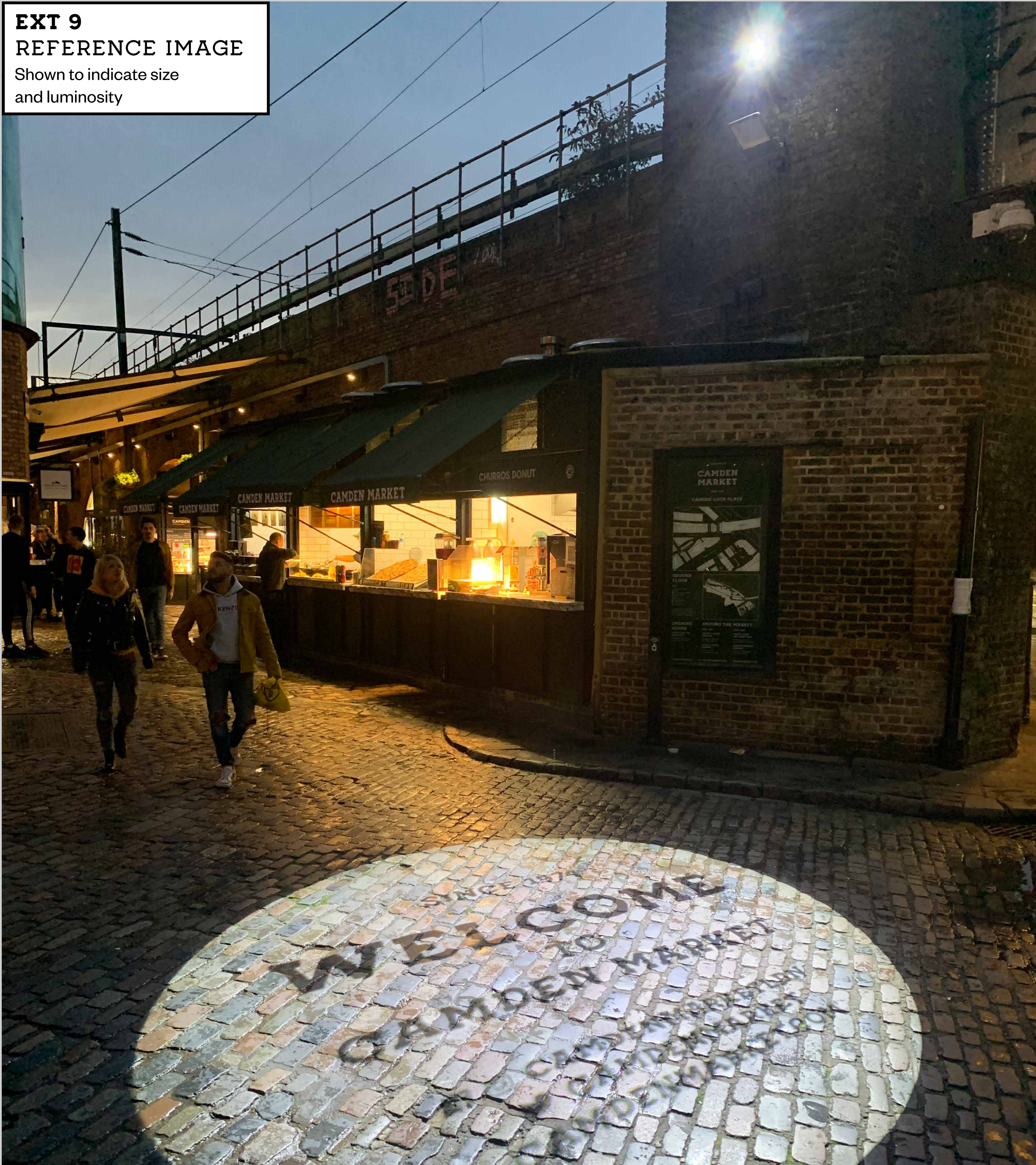
MARKET

EXT 9
LIGHTING
PROJECTION
SIGNAGE

- Illuminated 'searchlight' style
lighting projection
to ground cobbles

max. 2000mm

EXT 9
REFERENCE IMAGE
Shown to indicate size
and luminosity

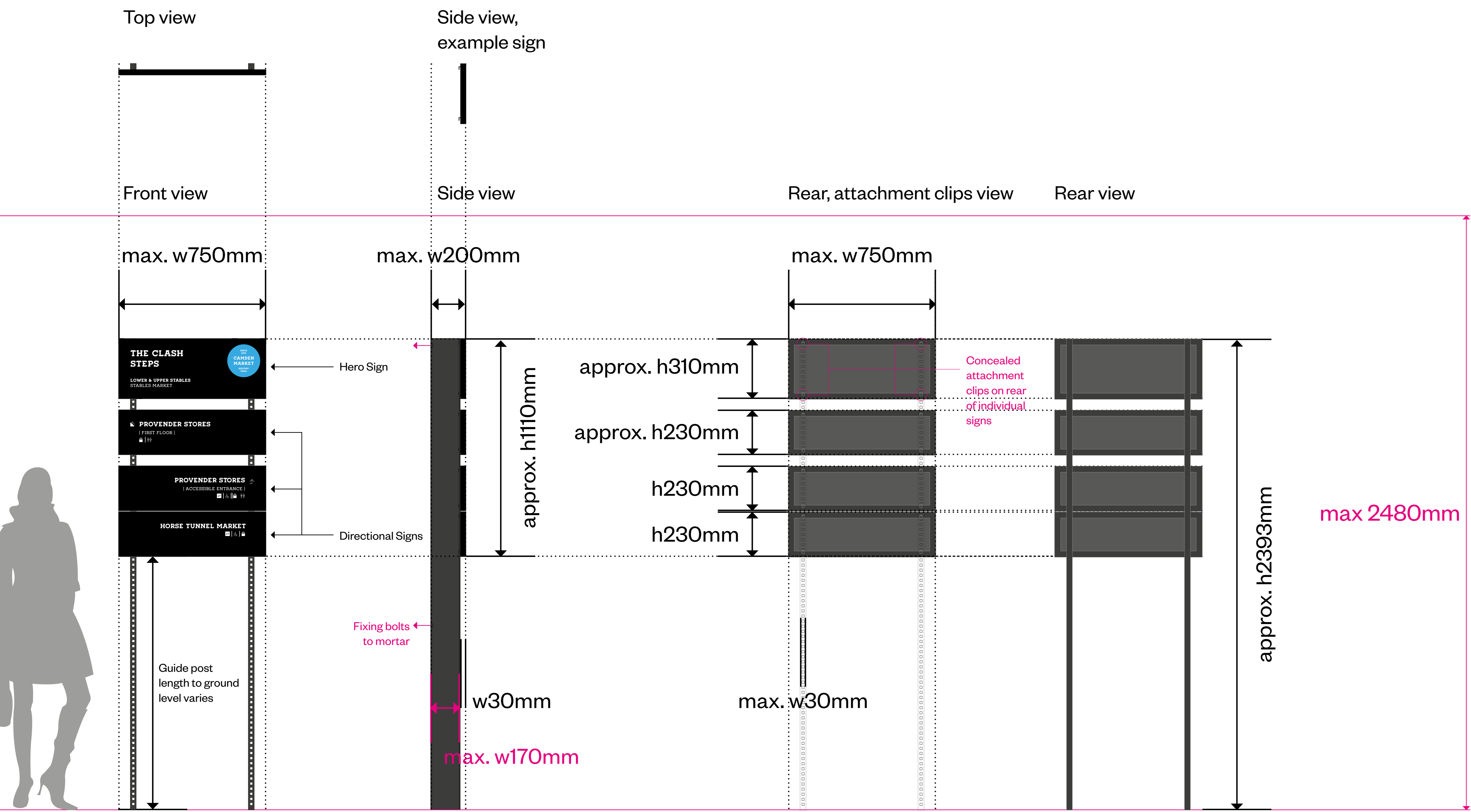


EXTERIOR SIGNAGE METHODS DETAIL

EXT 1A MODULAR DIRECTIONAL SIGNAGE (DETAIL)

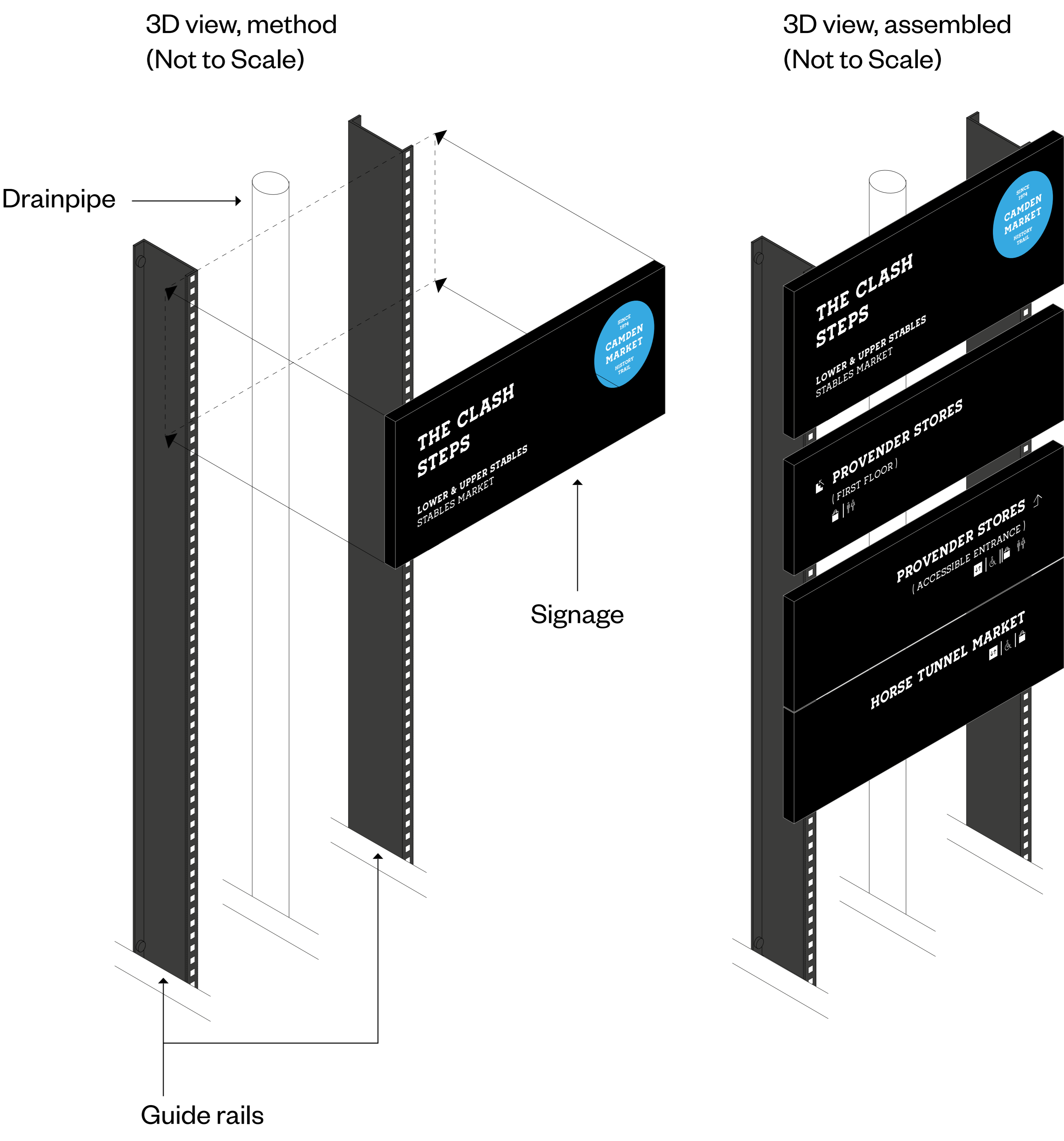
- Modular rectangular black metal signage with white text applied, hung from / fixed to guide rails
- Projecting guide rails screwed to mortar (length / height varies by building elevation / location) depth allows signage to sit in front of building fixtures / drainpipes

Scale = 1:100
On w1200 x h800mm sheet size



Lettering Dimensions

Hero Sign	
Place name, e.g. 'The Clash Steps'	max. letter h35mm
Address, e.g. 'Lower & Upper Stables...'	max. letter h20mm
Directional Signs	
Place names, e.g. 'Horse Tunnel Market'	max. letter h25mm

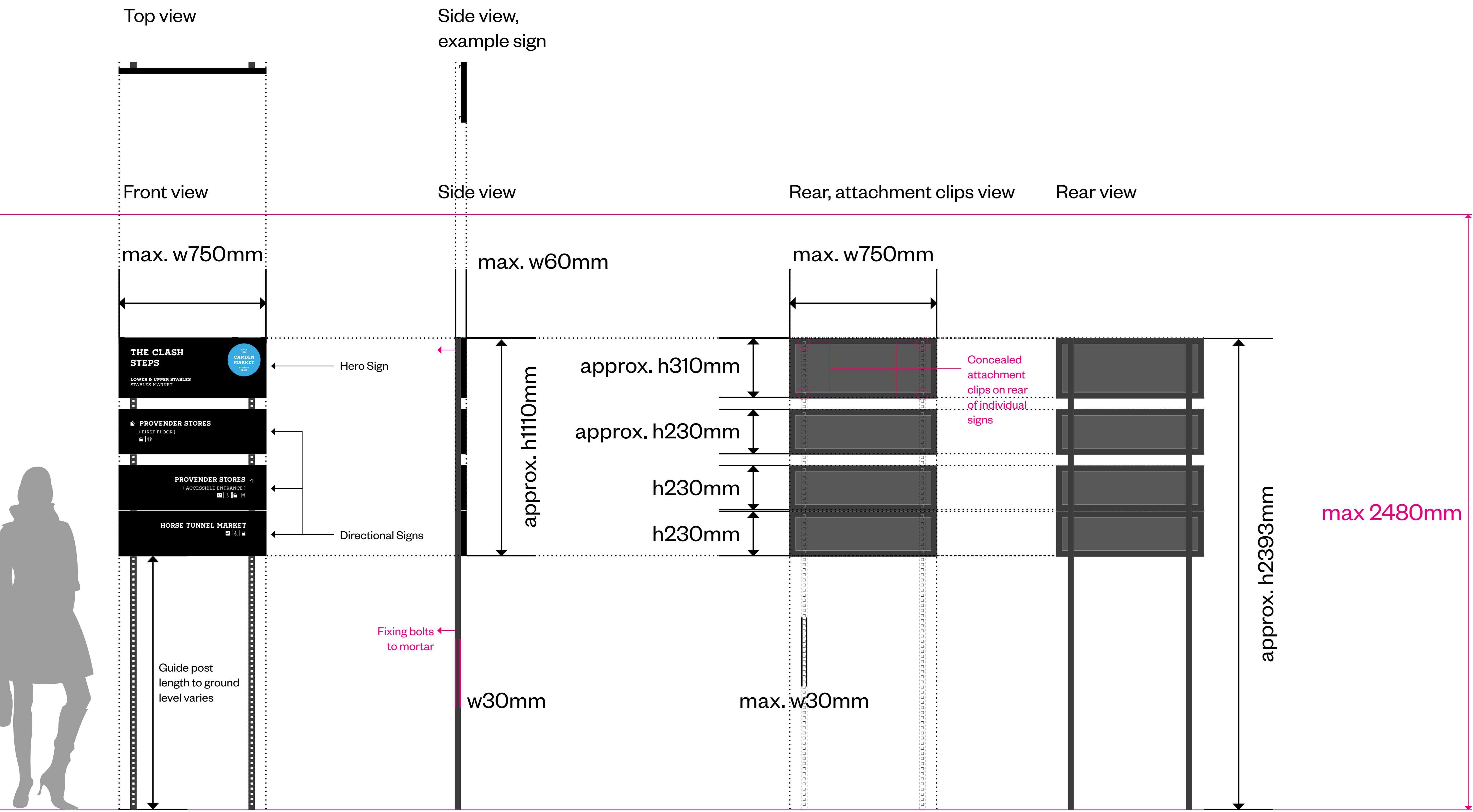


EXTERIOR SIGNAGE METHODS DETAIL

EXT 1B MODULAR DIRECTIONAL SIGNAGE (DETAIL)

- Modular rectangular black metal signage with white text applied, hung from / fixed to guide rails
- Projecting guide rails screwed to mortar (length / height varies by building elevation / location)

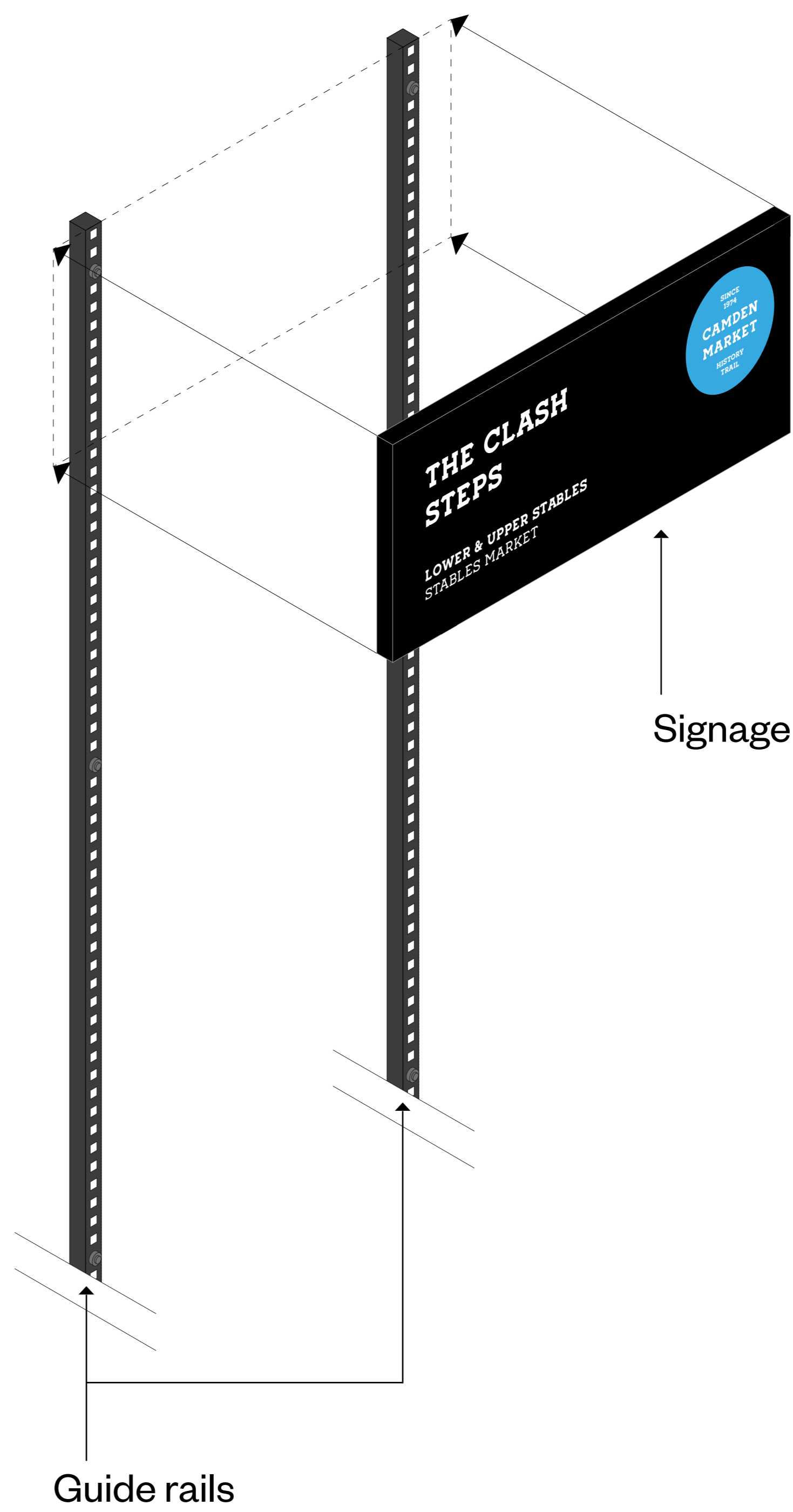
Scale = 1:100
On w1200 x h800mm sheet size



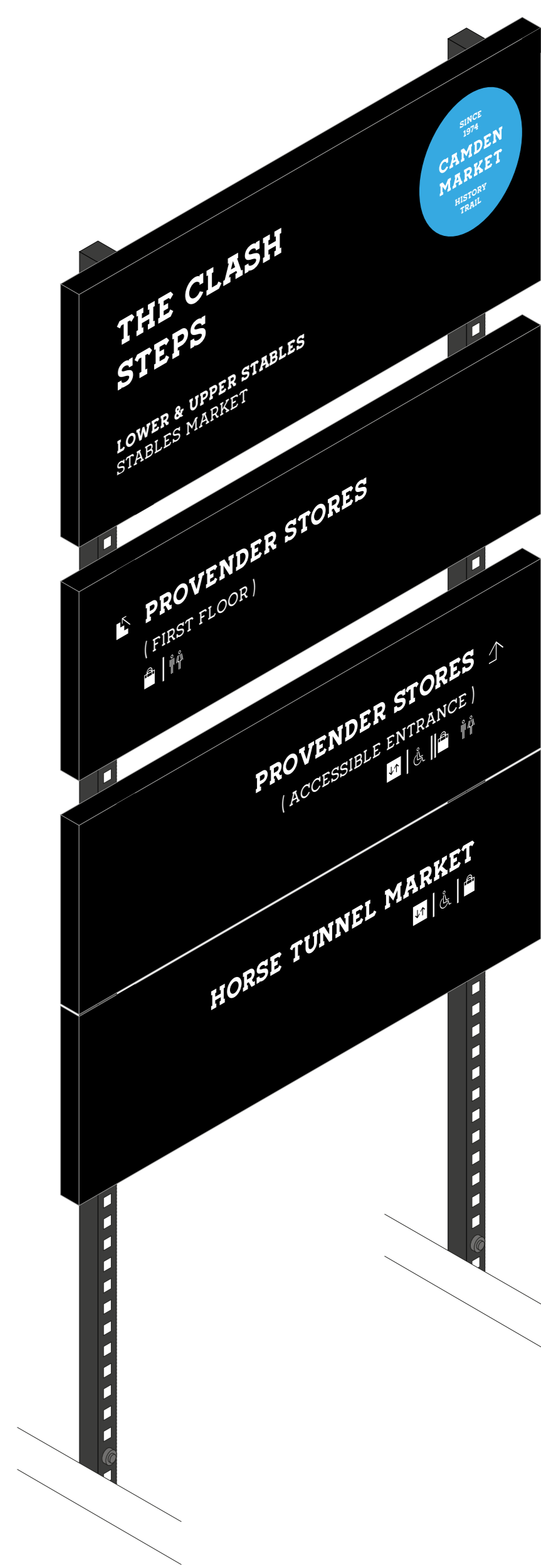
Lettering Dimensions

Hero Sign	
Place name, e.g. 'The Clash Steps'	max. letter h35mm
Address, e.g. 'Lower & Upper Stables...'	max. letter h20mm
Directional Signs	
Place names, e.g. 'Horse Tunnel Market'	max. letter h25mm

3D view, method
(Not to Scale)



3D view, assembled
(Not to Scale)



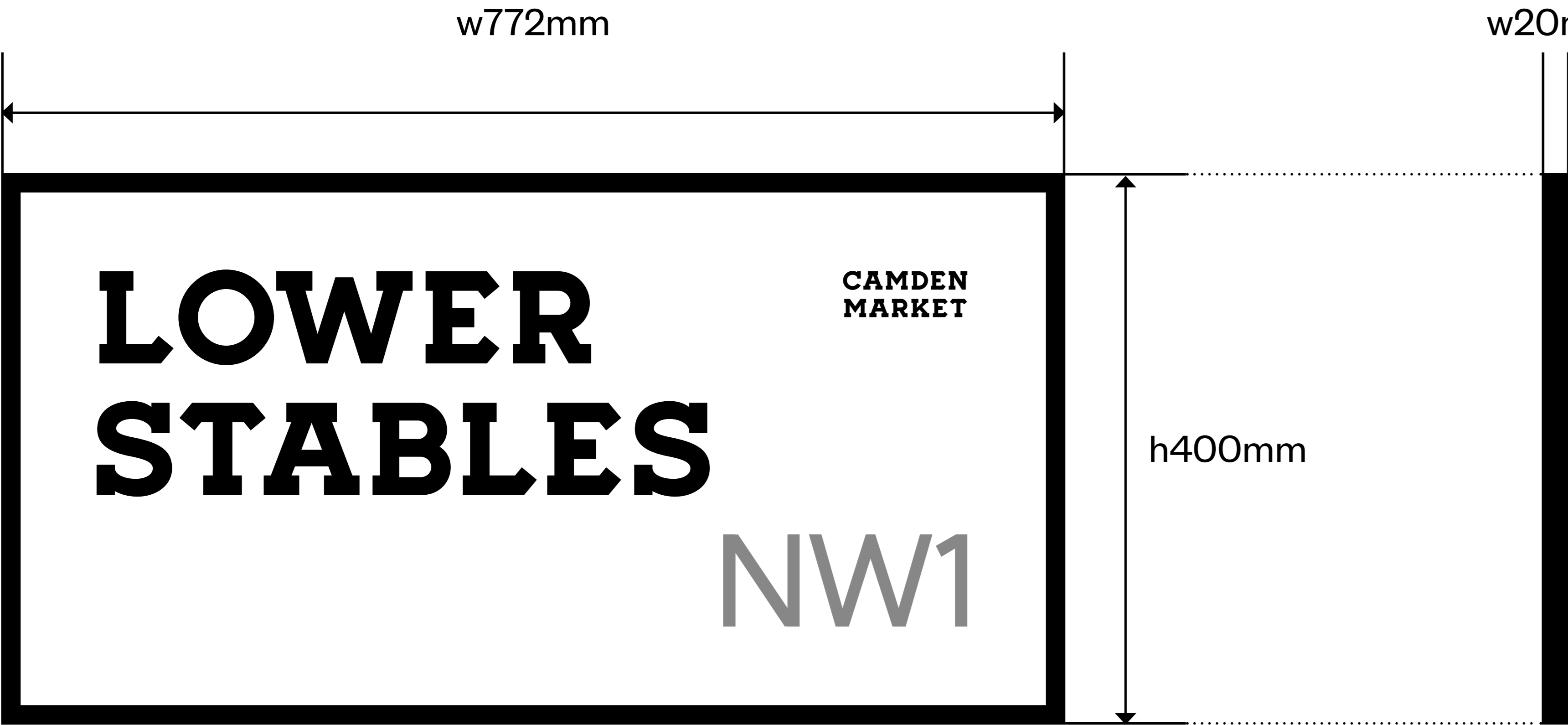
EXTERIOR SIGNAGE METHODS DETAIL

EXT 2 PLACE NAME SIGNAGE

- Metal signage with printed artwork, coated with vitreous enamel
- Screwed to mortar

Scale = 1:2.5
On w1200 x h800mm sheet size

Front View



Side View

3D view
(Not to Scale)



Lettering Dimensions

Place name, postcode, ' <i>Lower Stables</i> ', ' <i>NW1</i> '	max. letter h70mm
<i>'Camden Market'</i>	max. letter h15mm

EXTERIOR SIGNAGE METHODS
DETAIL

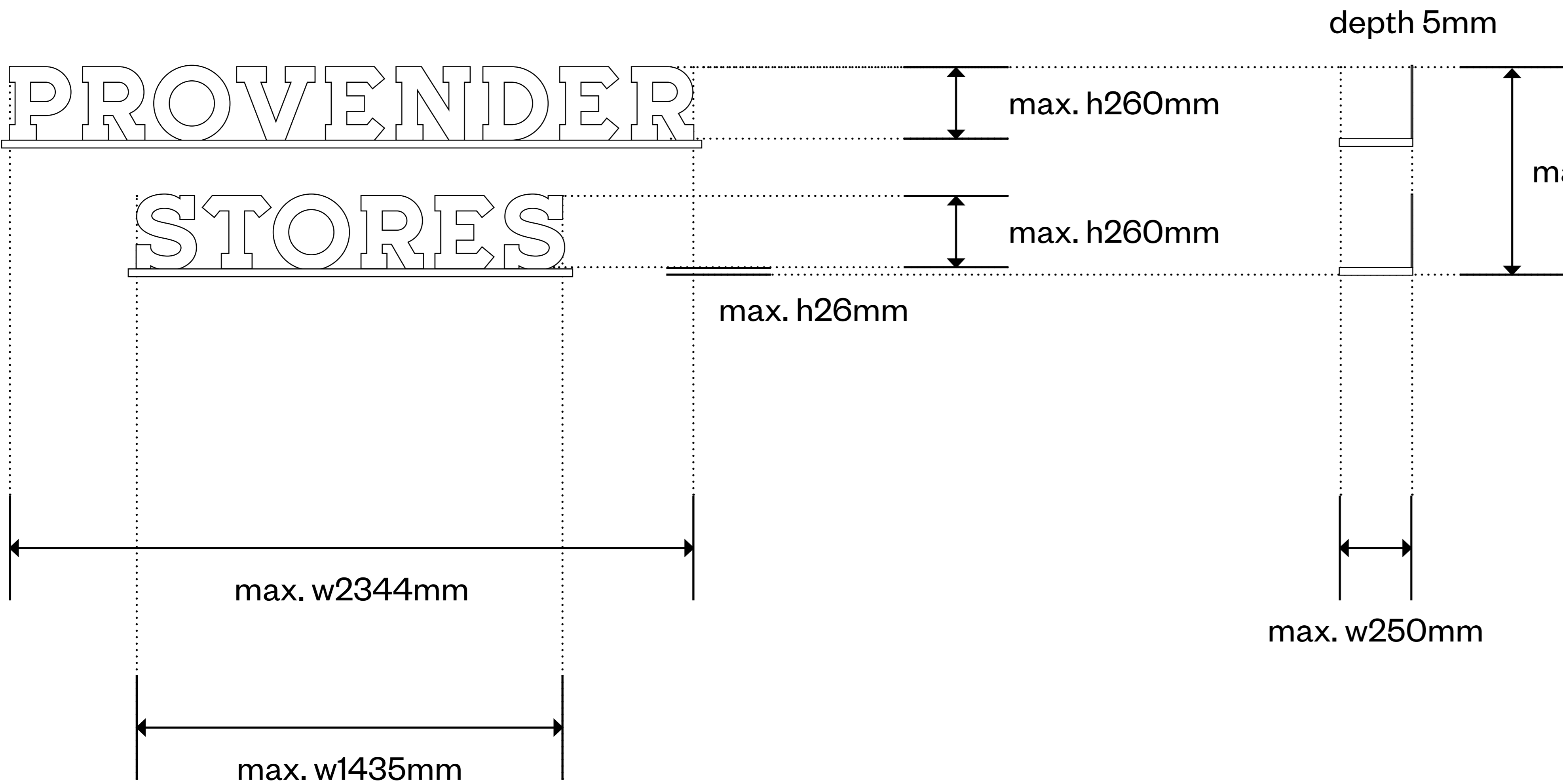
EXT 3 HERO LETTERING SIGNAGE (DETAIL)

- Extruded metal lettering
- Fixed to mortar with aluminium channel/fixing rails and bolts directly to mortar joints

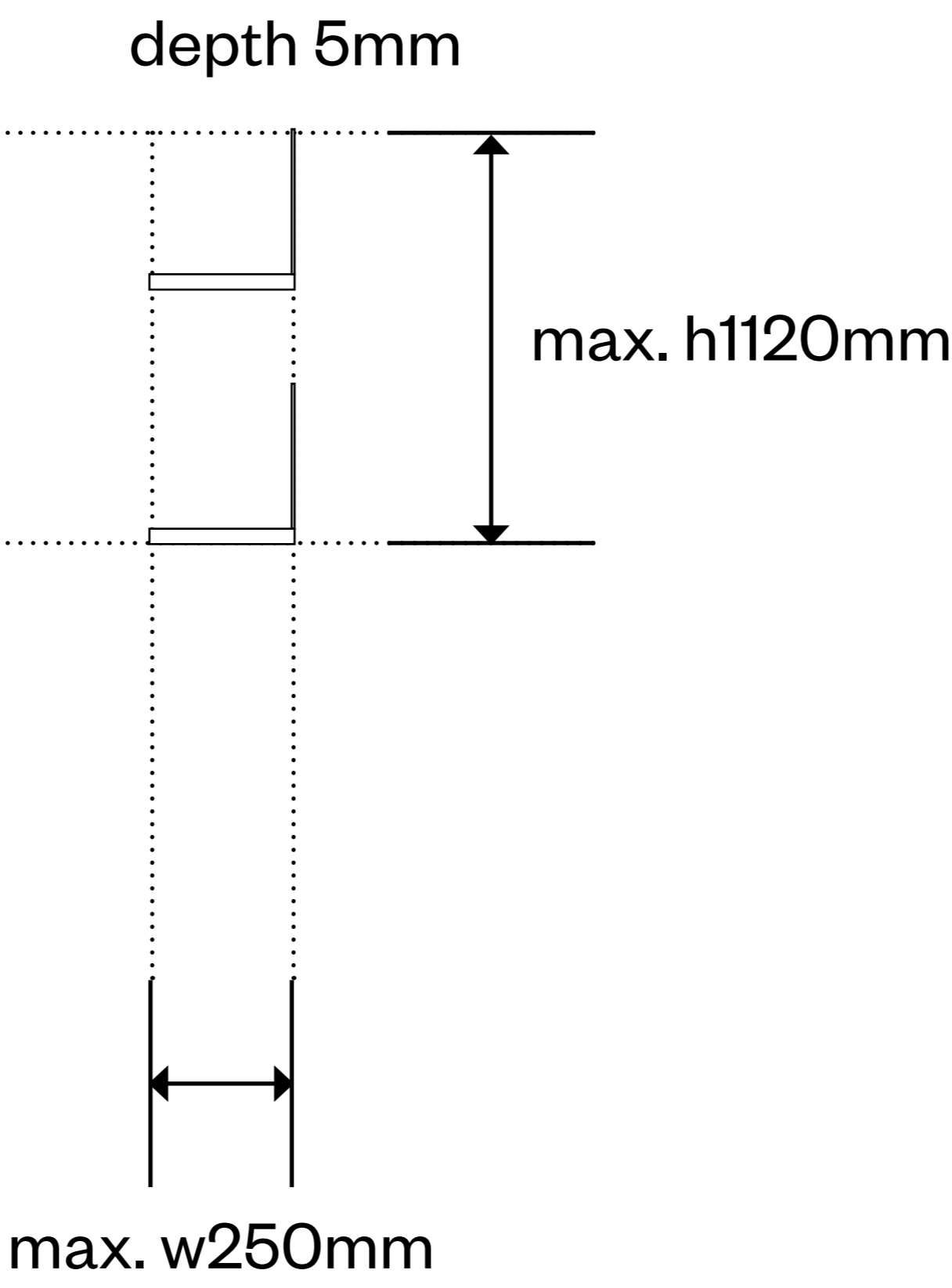
Scale = 1:100
On w1200 x h800mm sheet size

Lettering Dimensions	
'Provender', 'Stores'	max. letter w2344 x h260mm

Front View



Side View



3D view
(Not to Scale)



EXTERIOR SIGNAGE METHODS
DETAIL

EXT 4 ENTRANCE LETTERING SIGNAGE (DETAIL)

- Extruded metal lettering
- Fixed to mortar with aluminium channel/fixing rails and bolts directly to mortar joints

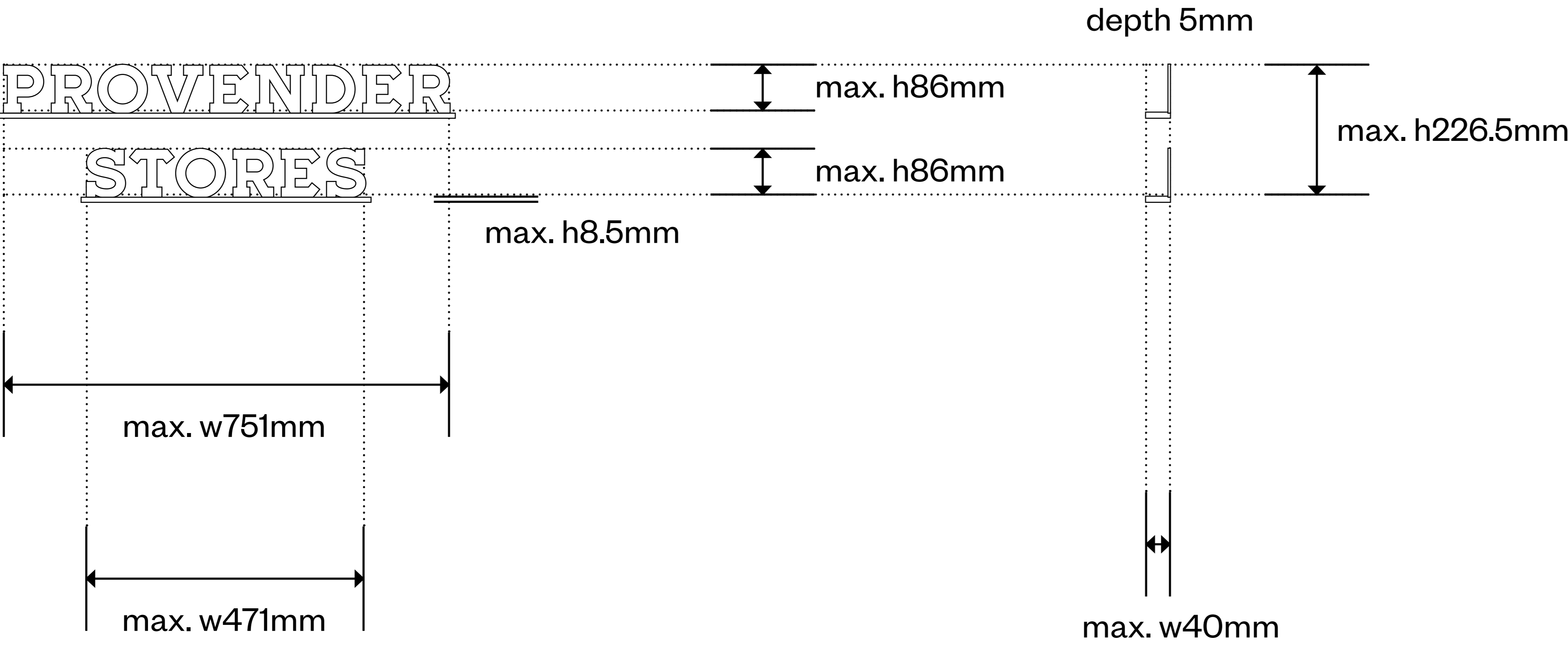
Scale = 1:50
On w1200 x h800mm sheet size

Lettering Dimensions	
<i>‘Provender’, ‘Stores’</i>	max. letter w751 x h86mm

Front View

Side View

3D view
(Not to Scale)



SECTIONS & ELEVATIONS

This section visualises the exterior signage methods in-situ; on building section and elevation drawings.

SECTIONS & ELEVATIONS

SECTION 1 LONG STABLE NORTH
• EXT 1A MODULAR DIRECTIONAL SIGNAGE

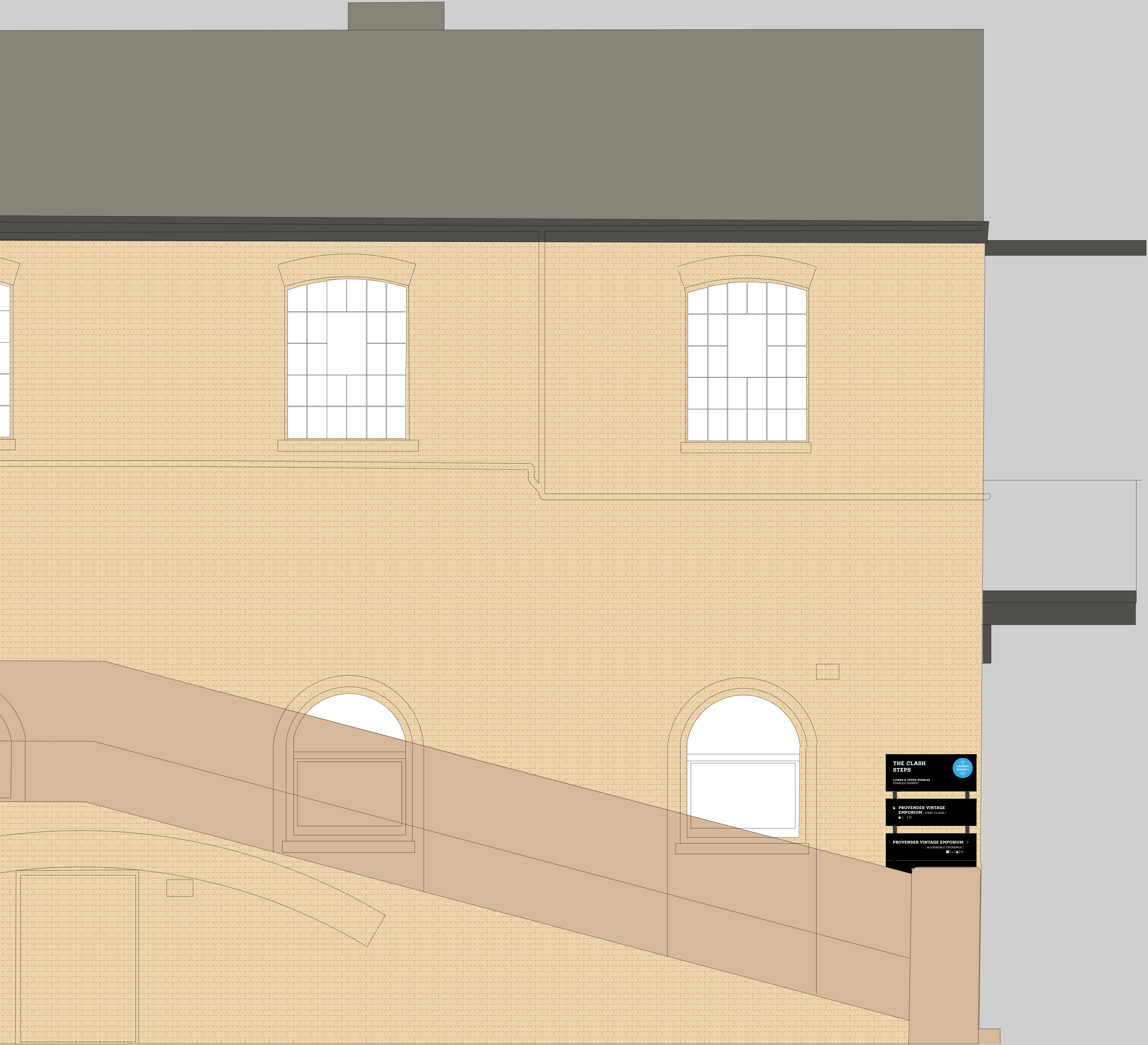
Not to scale



■ Sign location

Lettering Dimensions

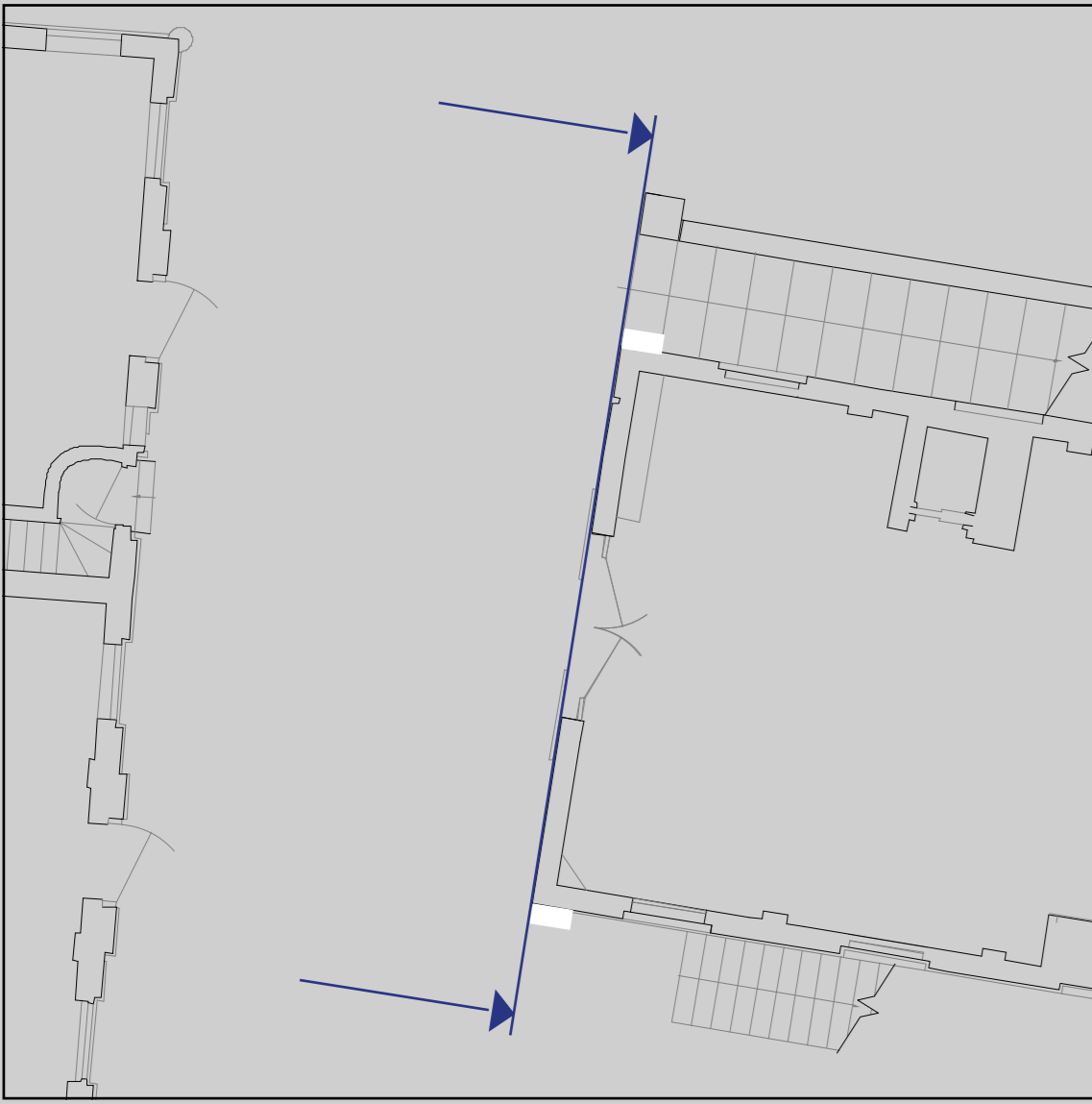
Hero Sign		
Place name, e.g. ‘ <i>The Clash Steps</i> ’		max. letter h35mm
Address, e.g. ‘ <i>Lower & Upper Stables...</i> ’		max. letter h20mm
Directional Signs		
Place names, e.g. ‘ <i>Horse Tunnel Market</i> ’		max. letter h25mm



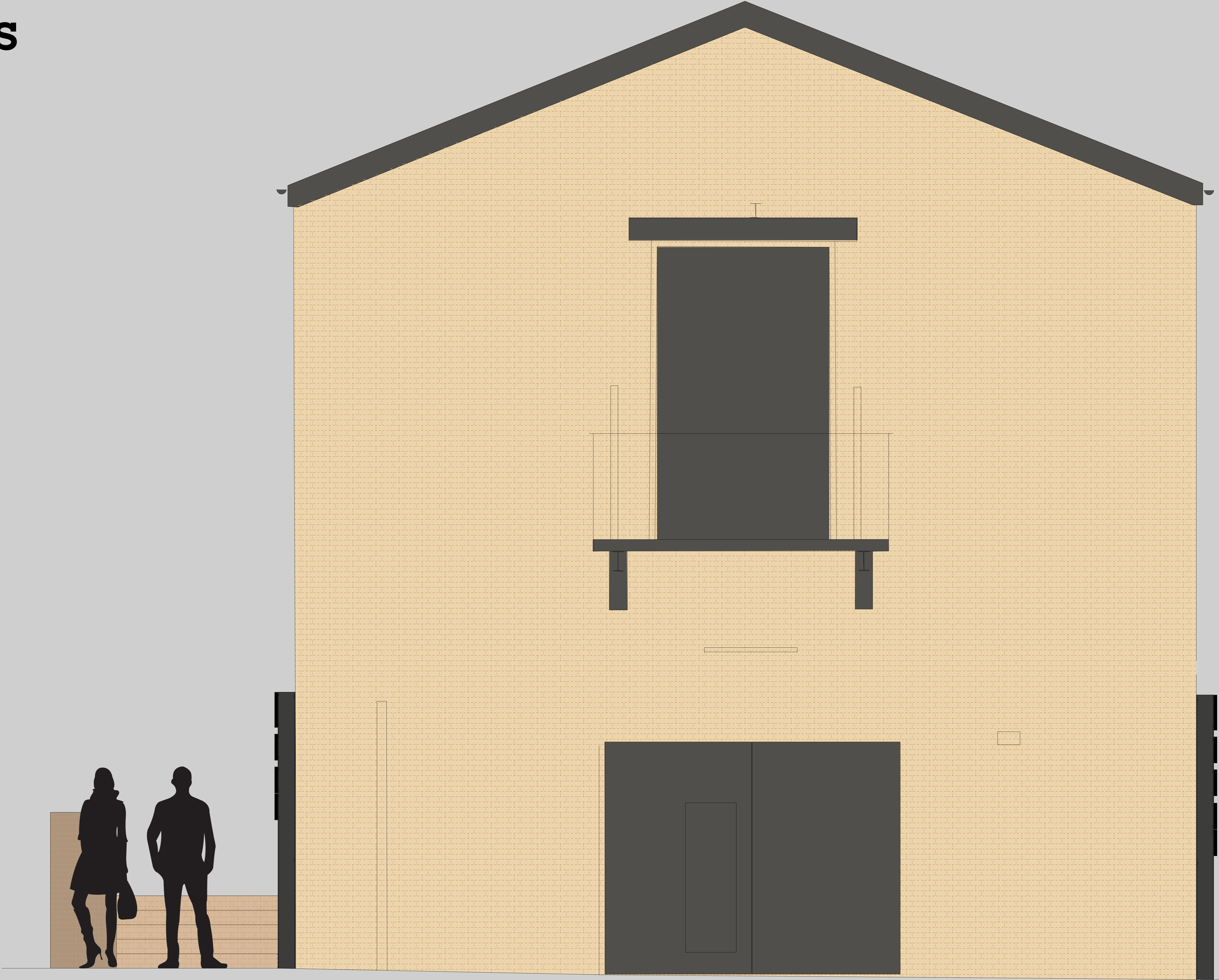
SECTIONS & ELEVATIONS

ELEVATION 1 LONG STABLE WEST
• EXT 1A MODULAR DIRECTIONAL SIGNAGE x2

Not to scale



■ Sign locations



SECTIONS & ELEVATIONS

SECTION 3 LONG STABLE SOUTH
• EXT 1A MODULAR DIRECTIONAL SIGNAGE

Not to scale



■ Sign location

Lettering Dimensions

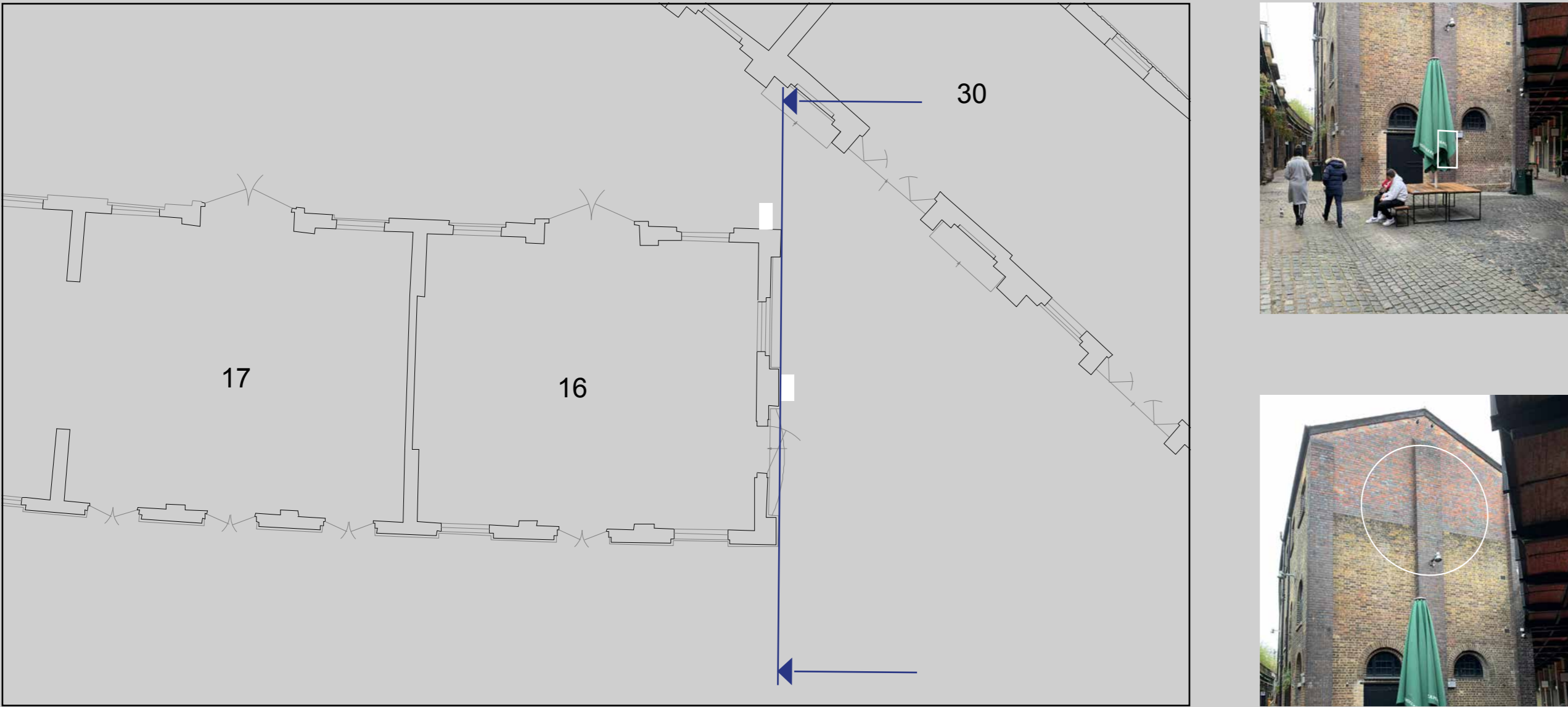
Hero Sign		
Place name, e.g. <i>‘The Clash Steps’</i>		max. letter h35mm
Address, e.g. <i>‘Lower & Upper Stables...’</i>		max. letter h20mm
Directional Signs		
Place names, e.g. <i>‘Horse Tunnel Market’</i>		max. letter h25mm



SECTIONS & ELEVATIONS

- ELEVATION 2 PROVENDER STORE EAST
- EXT 1B MODULAR DIRECTIONAL SIGNAGE
 - EXT 6 HERO PAINTED SIGNAGE
 - EXT 8 PROJECTING HANGING SIGNAGE

Not to scale



■ Sign locations

Lettering Dimensions

EXT 1B Hero Sign		
Place name, e.g. ‘The Clash Steps’		max. letter h35mm
Address, e.g. ‘Lower & Upper Stables...’		max. letter h20mm
EXT 1B Directional Signs		
Place names, e.g. ‘Horse Tunnel Market’		max. letter h25mm
EXT 1B Market Map		
Map text		max. letter h25mm
EXT 6 Painted Signage		
Provender Stores Logo		max. letter h438mm



SECTIONS & ELEVATIONS

ELEVATION 3 PROVENDER STORE NORTH

Lettering Dimensions

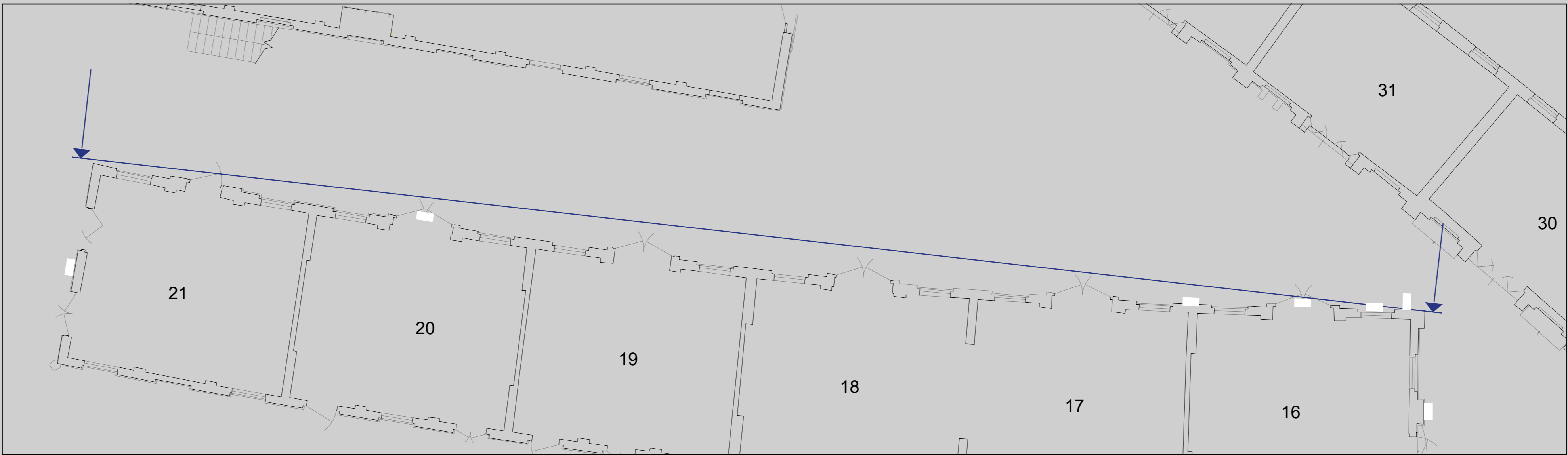
Please refer to the detail drawings within
the ‘Signage Methods (Exterior)’ section

Not to scale



SIGNAGE METHODS SHOWN

- **EXT 1B** MODULAR DIRECTIONAL SIGNAGE
- **EXT 2** PLACE NAME SIGNAGE
- **EXT 3** HERO LETTERING SIGNAGE
- **EXT 4** ENTRANCE LETTERING SIGNAGE
- **EXT 8** PROJECTING HANGING SIGNAGE



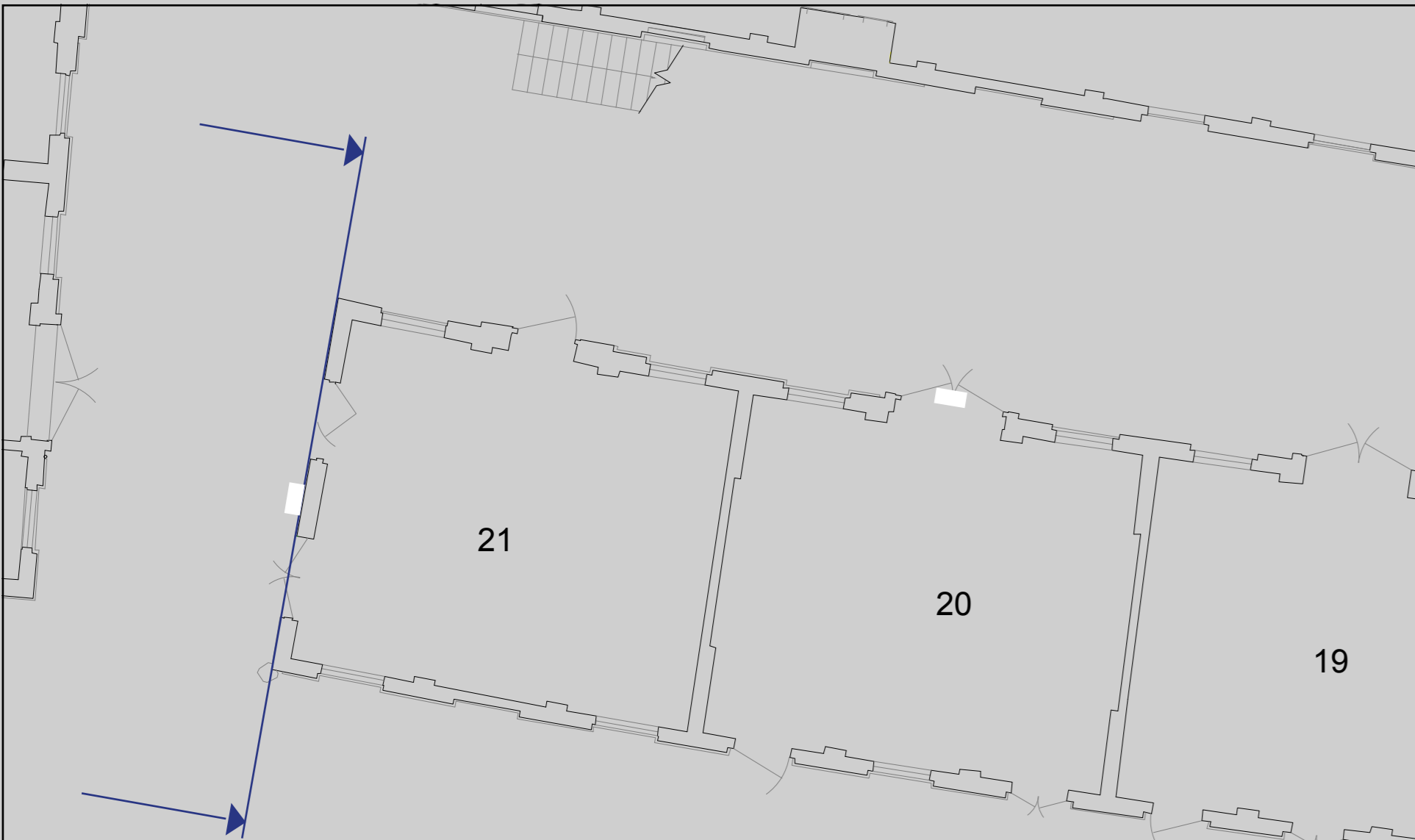
Sign locations



SECTIONS & ELEVATIONS

- ELEVATION 4 PROVENDER STORE WEST
- EXT 4 ENTRANCE LETTERING SIGNAGE
 - EXT 6 HERO PAINTED SIGNAGE

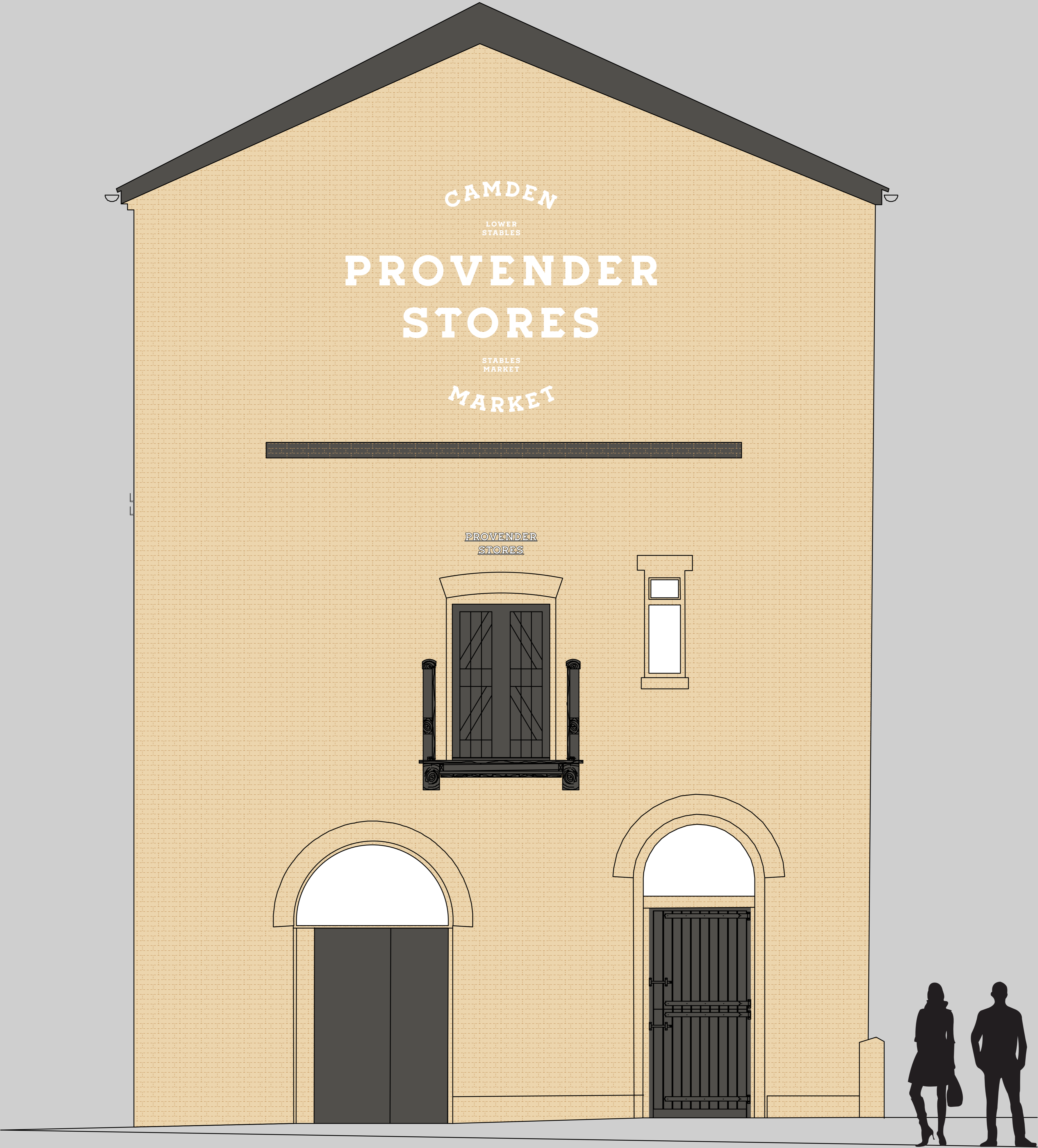
Not to scale



■ Sign locations

Lettering Dimensions

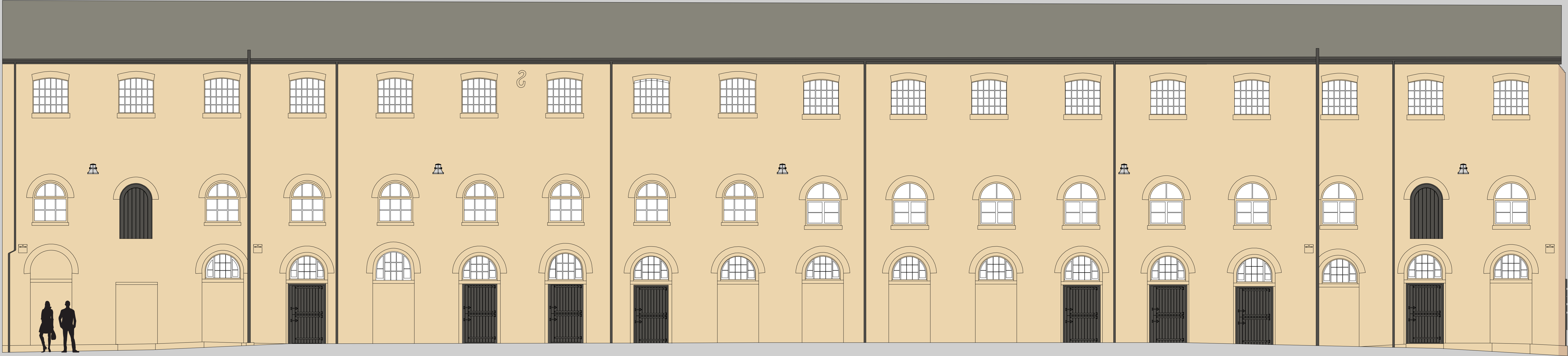
EXT 4 Entrance Lettering Signage	
'Provender', 'Stores'	max. letter h90mm
EXT 6 Hero Painted Signage	
Provender Stores Logo	max. letter h438mm



SECTIONS & ELEVATIONS

ELEVATION 5 PROVENDER STORE SOUTH

Not to scale



Lettering Dimensions

EXT 1B Hero Sign

Place name, e.g. *'The Clash Steps'* max. letter h35mm

Address, e.g. *'Lower & Upper Stables...'* max. letter h20mm

EXT 1B Directional Signs

Place names, e.g. *'Horse Tunnel Market'* max. letter h25mm

SIGNAGE METHODS SHOWN

- EXT 1B MODULAR DIRECTIONAL SIGNAGE



Sign locations



THANK YOU