

Pall Mall

External Signage & Wayfinding

Stage 1 Report - Draft 4

March 2023

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01

The Site



01

The Site

Arrival

The current main entrance to Pall Mall (D) located on King Street, is to change as part of the refurbishment works. The new entrance (B) is tucked away from the main thoroughfare, so signage is needed on the approach from Marsden and King Street to bring people into the courtyard space.

The diagram here shows the routes users take to gain access to the building. Also marked on the plan here are the multiple arrival points, these will each need to be clearly signposted.

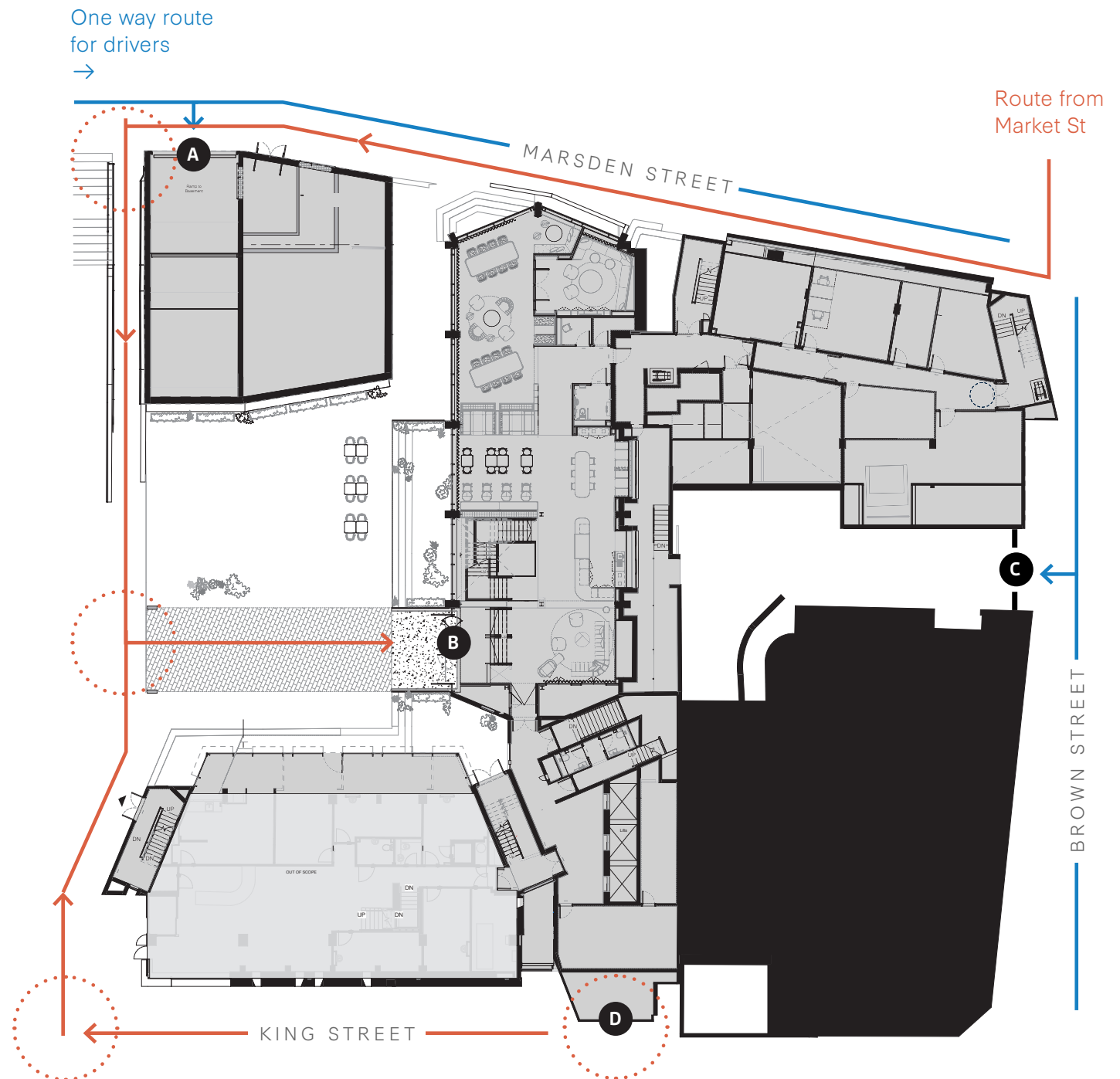
Key Arrival Points

- A** Access to car park for drivers and cyclists
- B** Main Entrance to Pall Mall and F&B
- C** Delivery entrance
- D** Food & Beverage Entrance

→ Pedestrian Route

→ Vehicular Route

..... Key decision points



01

The Site

There are currently a number of existing signs fixed to the exterior walls of Pall Mall.

As part of the refurbishment of the building, the name has changed from 'Pall Mall Court' to 'Pall Mall.' The existing signs will need to be removed as part of this scheme and updated to the correct name and will follow the guidelines as set out in the Bruntwood toolkit.

The plan here shows the location of the existing signs on the building. The following pages explain the proposed action for these signs.



Existing sign location plan

01

The Site



EX-01

Location Stepped access to entrance on King Street

Sign Type Individual letters fixed to building face

Action Remove existing and replace (L-02)



EX-02

Location Canopy at entrance on King Street

Sign Type Individual letters fixed to building face

Action Remove

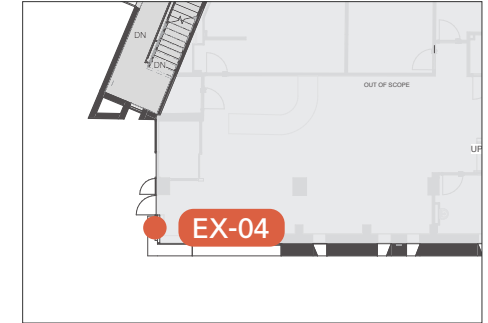


EX-03

Location West face of Pall Mall tower seen on approach

Sign Type Individual letters fixed to building face

Action Remove existing and replace (L-01)



EX-04

Location Canopy above entrance to Pall Mall Medical

Sign Type Vinyl lettering on frosted glass

Action Remove existing and replace (L-03)