8 - Retail Units Strategy - Unit L5

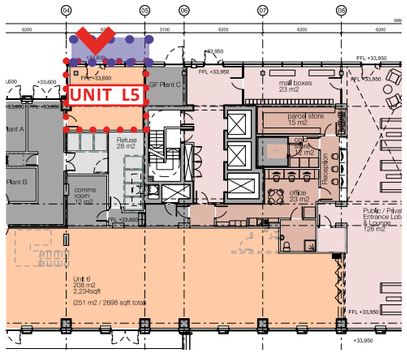
Description

Unit L5 is located on the east elevation at Ground Floor. The facade of this unit is predominantly glazed, broken up by 150mm deep vertical and horizontal fins.

Given the location of this unit and unique facade, the primary signage zone has been shown as a band wrapping around the corner of east and north elevations.

Given the unique, heavily glazed facade, a bus stop style sign would be difficult to integrate with the architecture and a zone has therefore not been included.

The primary signage zones on the unit are on glazing and it is expected that the signs will be installed behind the glass.

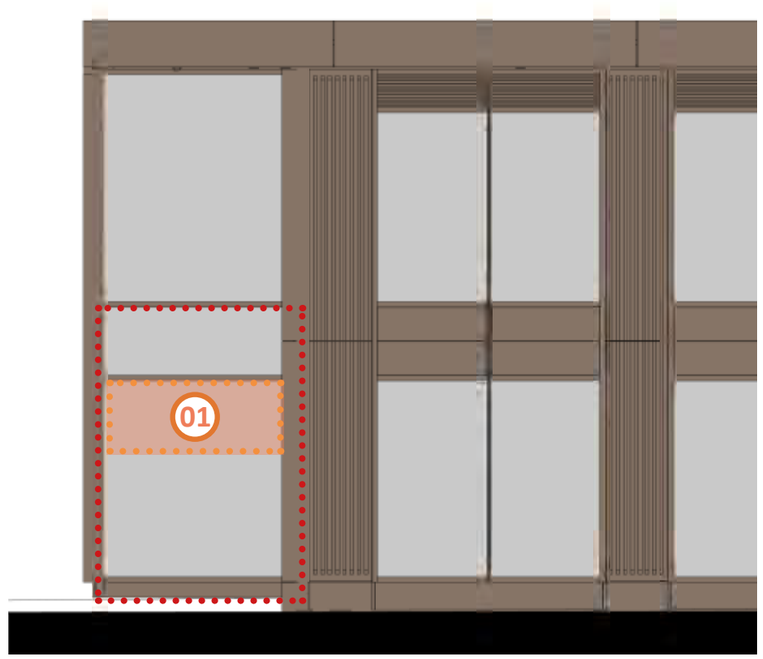


Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage

East Elevation



North Elevation

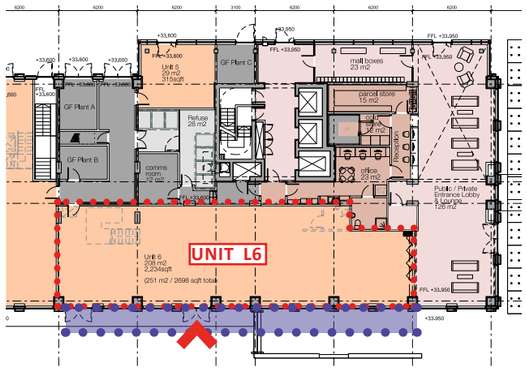
8 - Retail Units Strategy - Unit L6

Description

Unit L6 is a large unit which runs along the western facade facing onto Symphony Park at ground floor. Given the length of the facade, two primary and one secondary zones have been included.

The facade conditions on this unit dictate that the signage zones are applied in the glazed area rather than the spandrel zone above. The intention is for the signage to be installed behind the glass.

This unit has an outdoor seating area available which runs the length of the unit, facing onto Symphony Park.



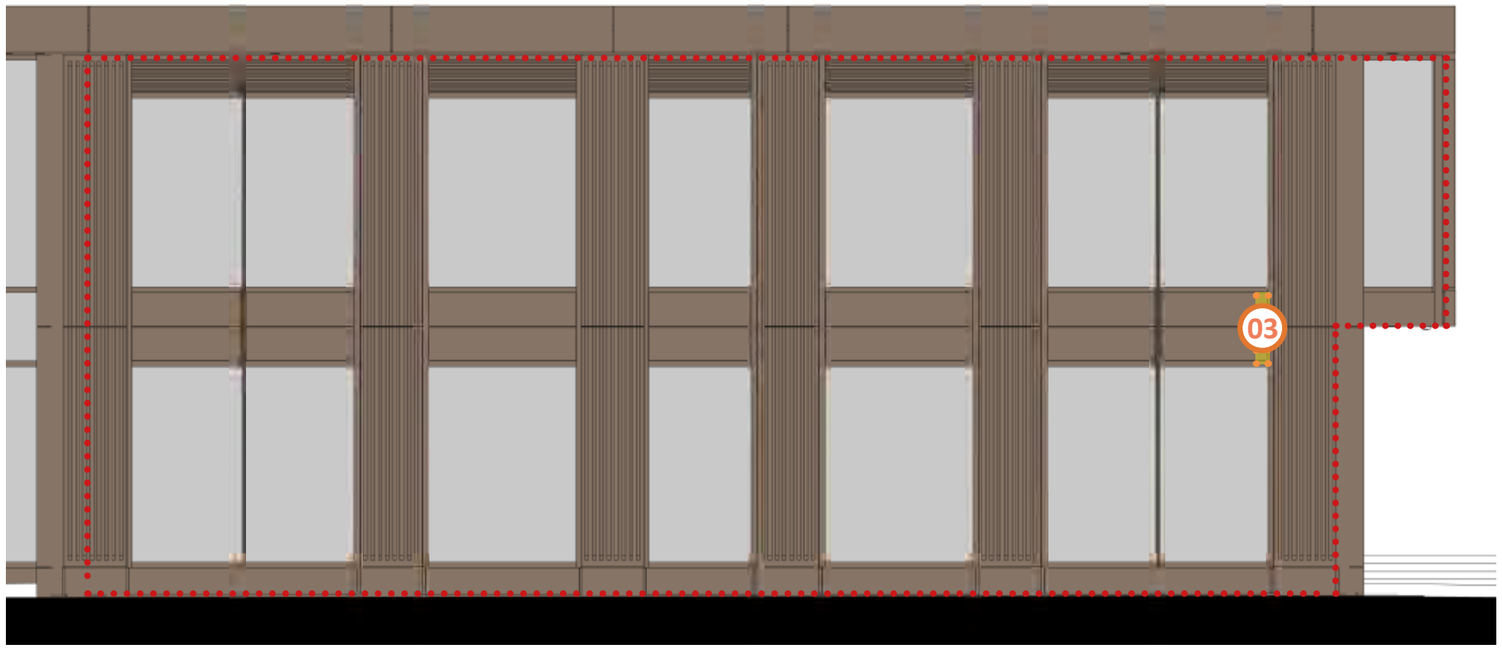
Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage

West Elevation

8 - Retail Units Strategy - Unit L7

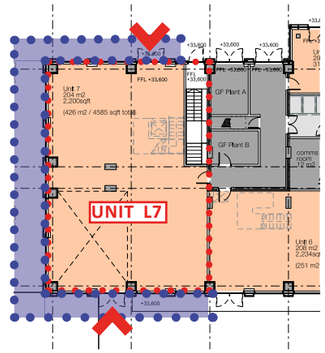


North Elevation

Description
Located at the northern end of the building this unit is split between Ground and Mezzanine Floor. The unit has two main entrances which are located on the east and west façades.

Primary signage zones have been provided above each of the entrance doors with an optional bus stop sign on the north elevation to increase visibility from Oxford Road.

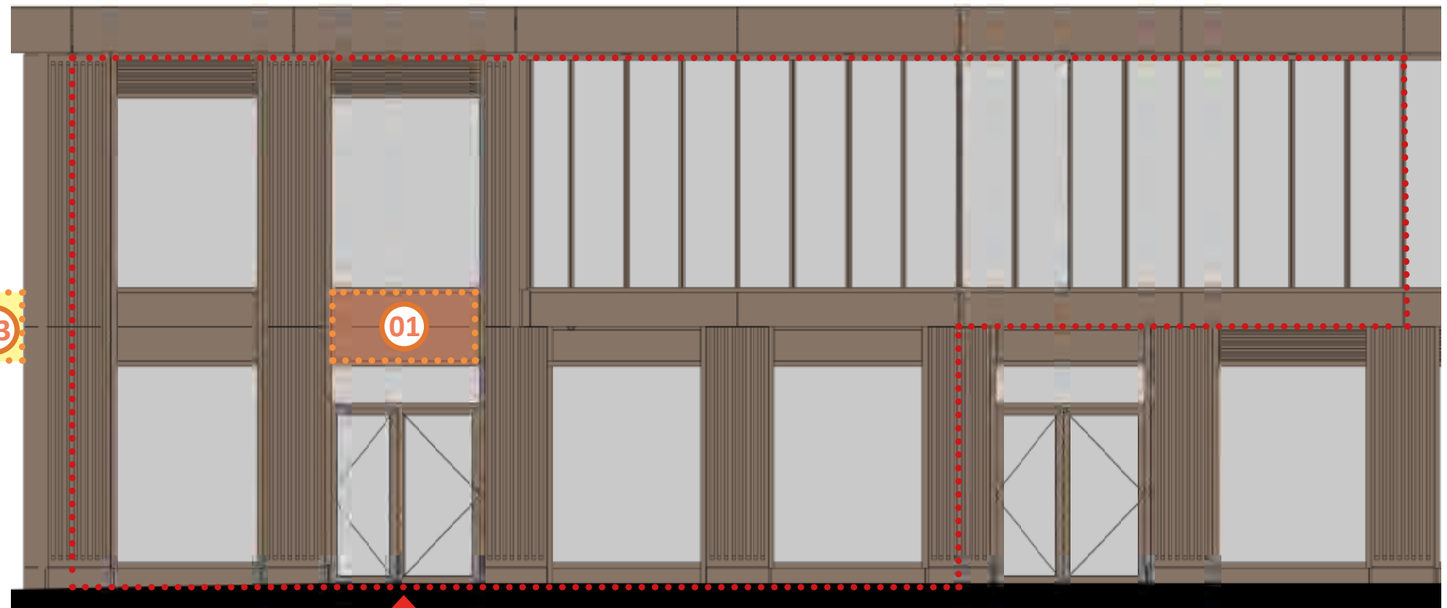
Signage will be placed externally as the zones are on aluminium spandrel panels.



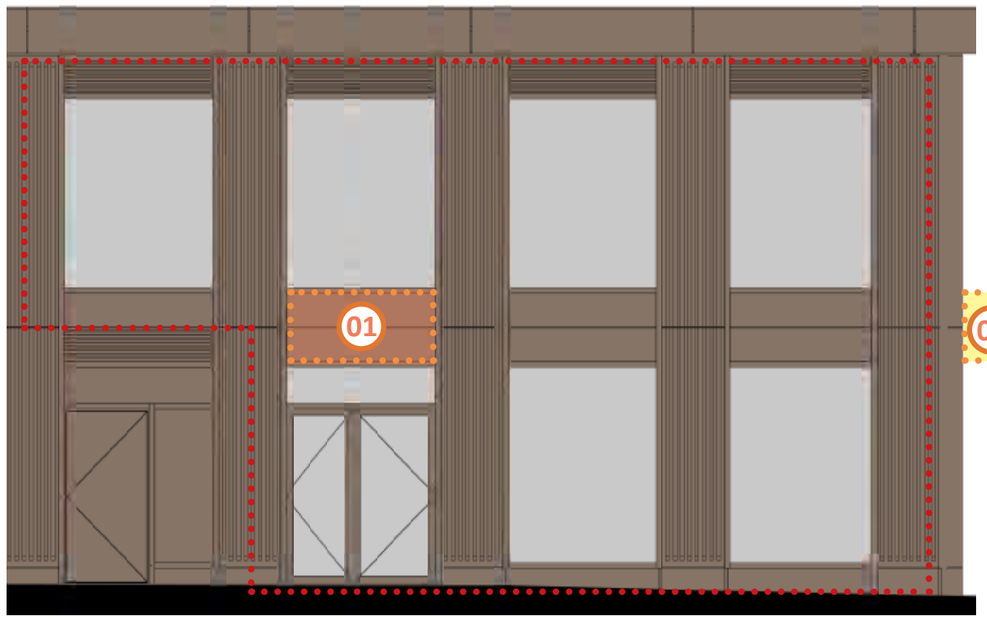
Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage



West Elevation



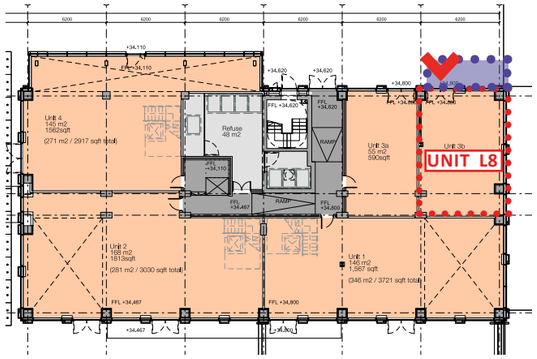
East Elevation

8 - Retail Units Strategy - Unit L8

Description

Located on the south east corner of the building, Unit L8 is a Ground Floor only unit. Primary signage is proposed above the entrance doors with an optional bus stop sign on the southern elevation.

The signage zone is positioned on an aluminium spandrel panel and would therefore be installed externally.



Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage

East Elevation

South Elevation

10 - Do's & Dont's

- Repeated use of logos or retailers name will not be permitted

- Imaginative, unusual and non-traditional signs are encouraged

- All proposed external signs will need to comply with Building Regulations with respect to surface spread flame and external illumination and fixed independently back to the frame of the building. Core drilling, breaking out of pilasters or mechanically fixing to the landlords cladding materials will not be allowed.

- Innovative illuminated signs of good design are encouraged. No part of the sign may extend beyond the units shop front demise (the permanent building fabric) of the facade.

- Signing will require a separate application for advertising consent from the Local Planning Authority.

- If high humidity levels are anticipated within the unit tenants are to make additional provision for ventilation to avoid condensation on display and shop front windows and doors. The tenant is to provide all shop unit internal doors, ironmongery, fire lobby doors / shutters and signage as required by statute, the Local Authority, the Fire Officer and the Tenant's Insurers.

- When positioned on glazing, all signage will be placed to the inside face of the glass

- All signage on the windows should be placed internally to the glass and not externally

- A maximum of one projecting bus stop sign is allowed per unit

- For the primary signage, (optional) secondary signage and bus stop signage, a maximum lux levels for any illuminated signage to be 300cd/m