



The Colonnades

Croydon

Signage proposals

February 2024

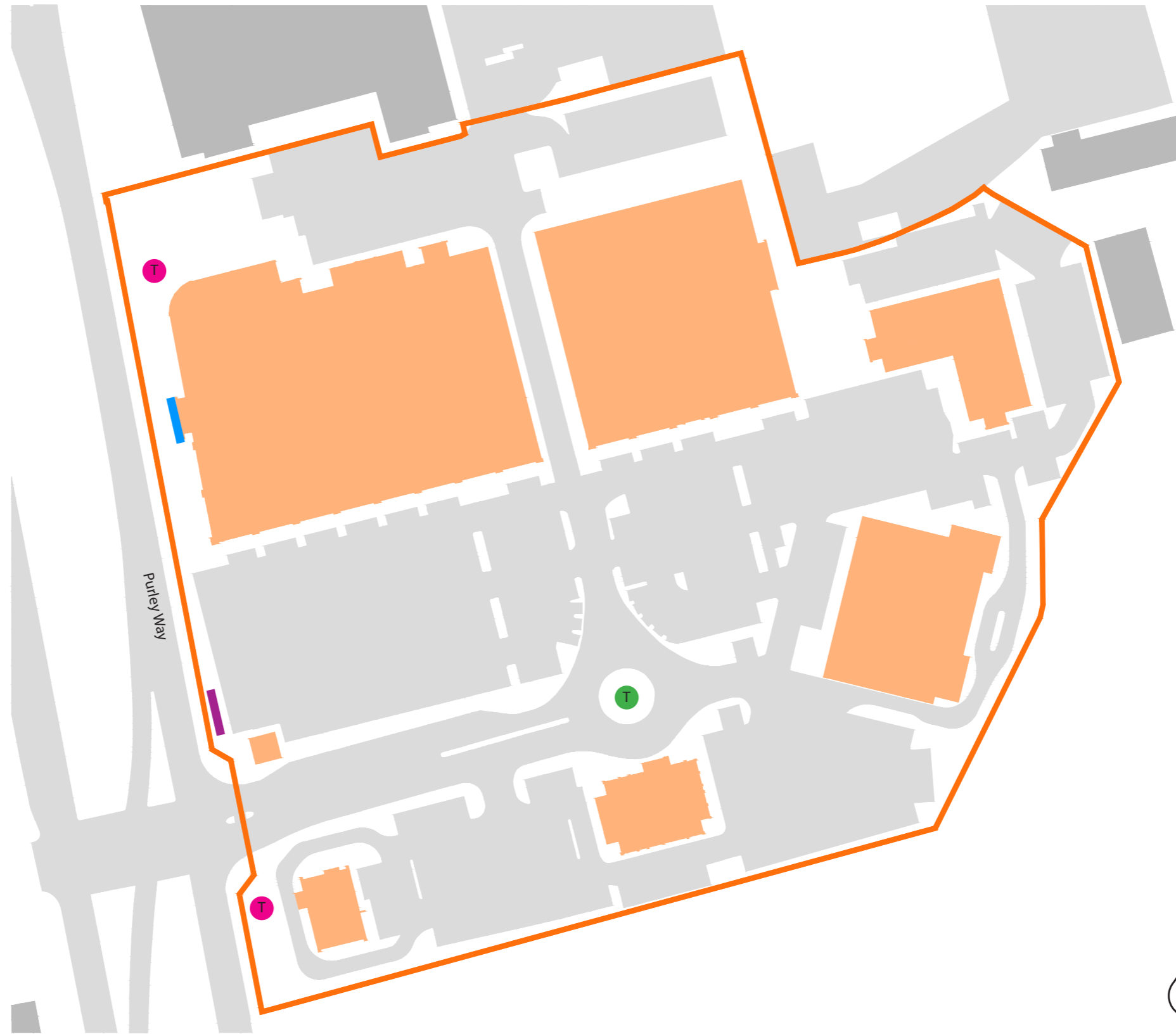
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00 Introduction

Brief | Signage Location

Brief

The brief is for the existing tenant totems and wall signage to be rebranded, with a new feature sign on Purley Way.



- 8m Tenant Totem
- 6m Tenant Totem
- Feature signage
- Wall sign

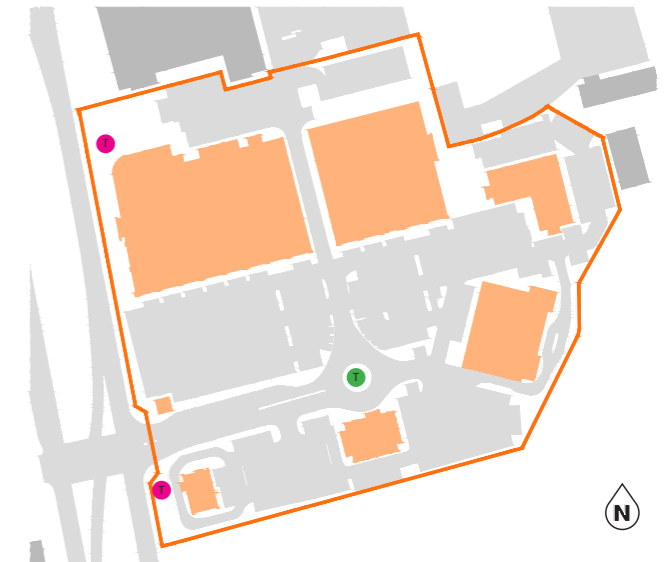
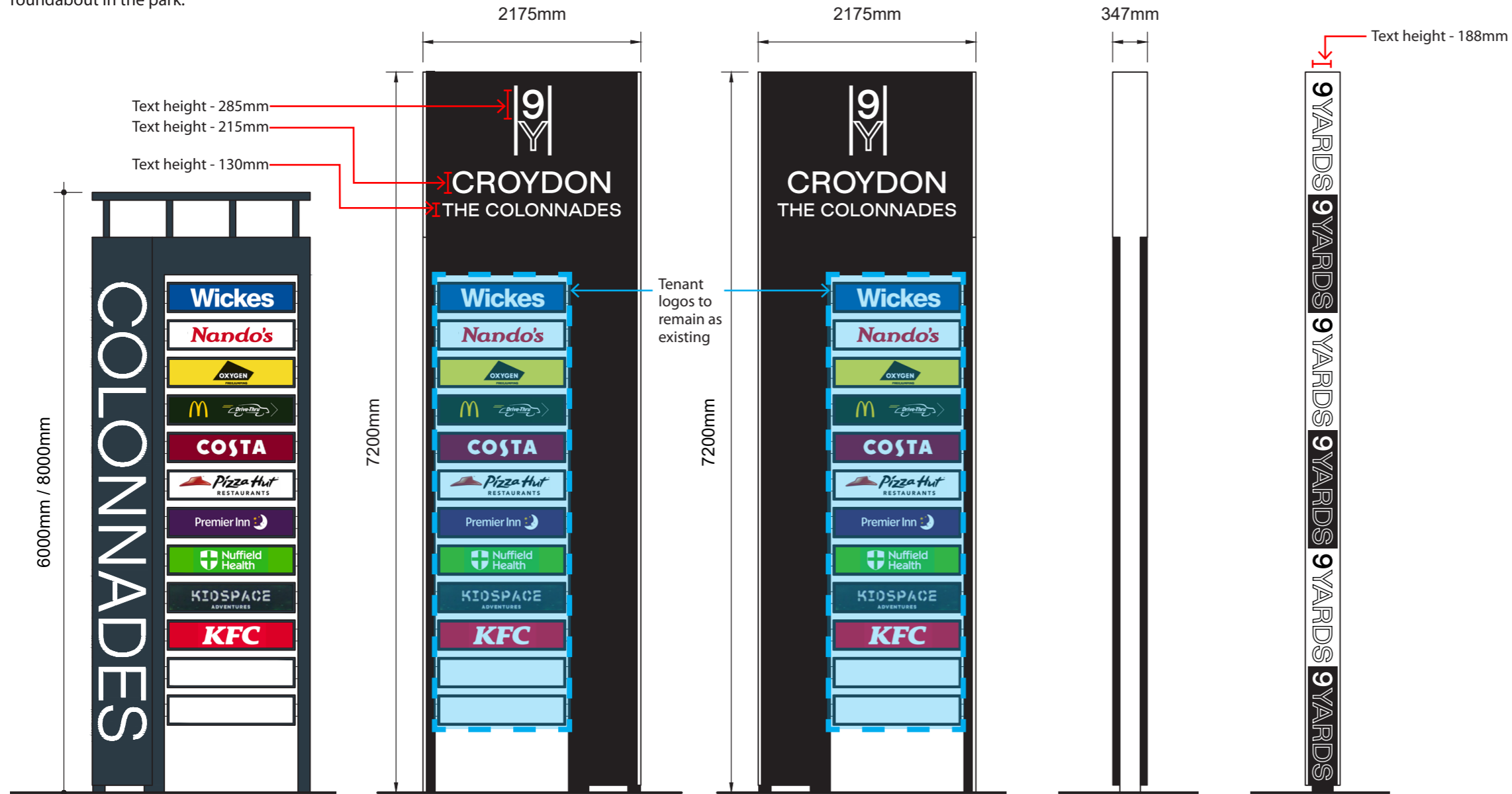


01 Tenant Totem

01 Anchor Tenant Totem - 6m

Drawings - Proposed

Existing tenant totems are 8m or 6m high, with 2No. 8m totems located on Purley Way and a 6m totem positioned on the roundabout in the park.



● 8m Tenant Totem
 ● 6m Tenant Totem

- Existing structure to be retained and extended.
- Panel with 'Colonnades' text to be replaced with new RAL 9005 (black) 3mm aluminium panel.
- Other panels and structure to be painted RAL 9005 (black).
- New 3mm folded aluminium to extended top, RAL 9005 (black) with fret cut logo/text, backed with opal acrylic panel.
- Existing internal illumination to be extended to new top section.
- Both ends and small return to front/back, painted RAL 9010 (white) with applied vinyl ticker tape to wider end of sign only.
- Framing to tenant logo signs painted RAL 9005 (black)

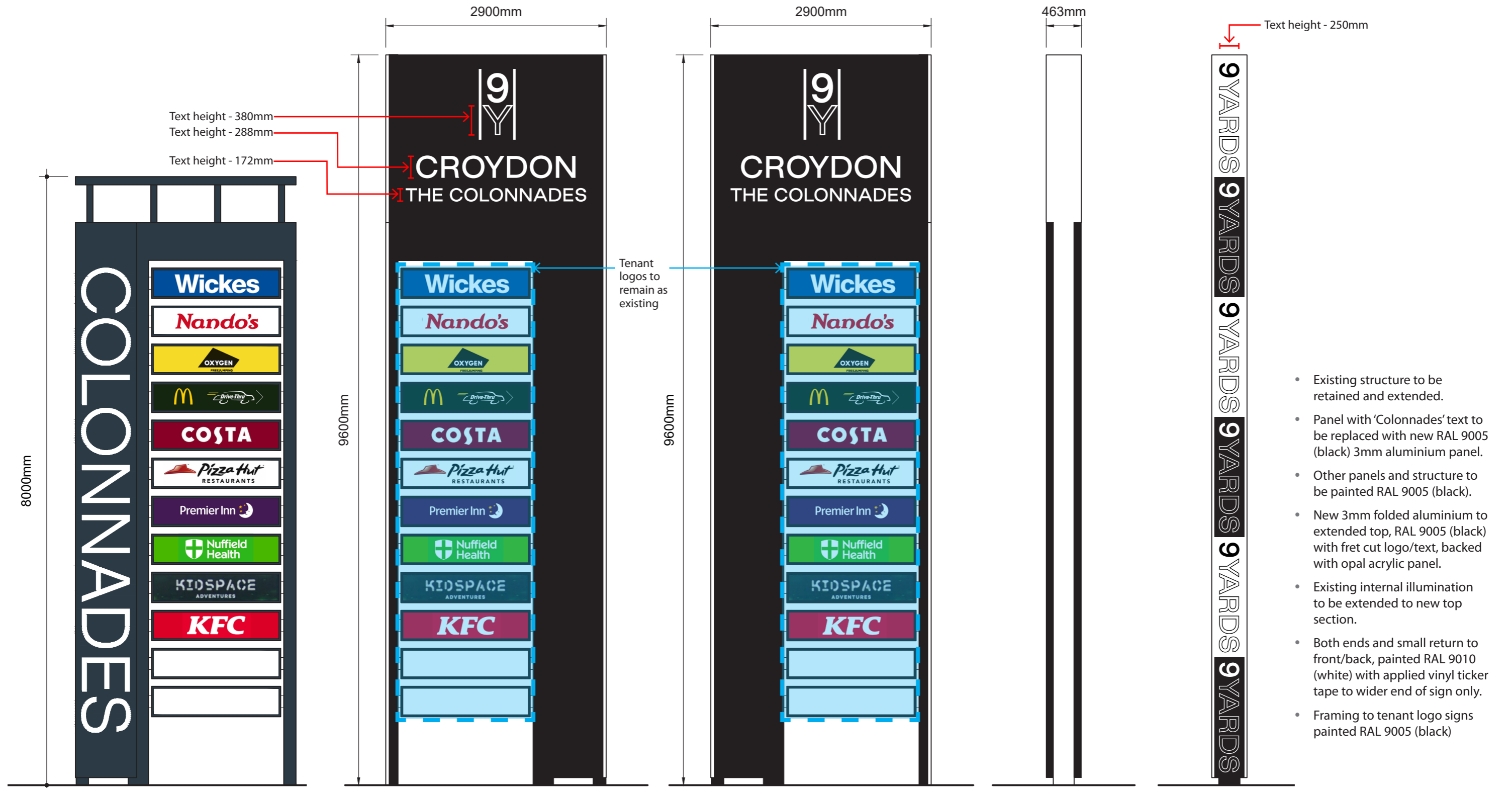
Anchor Tenant Totem - Existing front elevation
1:50

Anchor Tenant Totem - Front/Back and end elevations (ticker tape on wider end only)
1:50



01 Anchor Tenant Totem - 8m

Drawings - Proposed



Anchor Tenant Totem - Existing front elevation
1:50

Anchor Tenant Totem - Front/Back and end elevations (ticker tape on wider end only)
1:50

- Existing structure to be retained and extended.
- Panel with 'Colonnades' text to be replaced with new RAL 9005 (black) 3mm aluminium panel.
- Other panels and structure to be painted RAL 9005 (black).
- New 3mm folded aluminium to extended top, RAL 9005 (black) with fret cut logo/text, backed with opal acrylic panel.
- Existing internal illumination to be extended to new top section.
- Both ends and small return to front/back, painted RAL 9010 (white) with applied vinyl ticker tape to wider end of sign only.
- Framing to tenant logo signs painted RAL 9005 (black)

01 Anchor Tenant Totem

Visuals - Existing and proposed



Existing view of roundabout totem

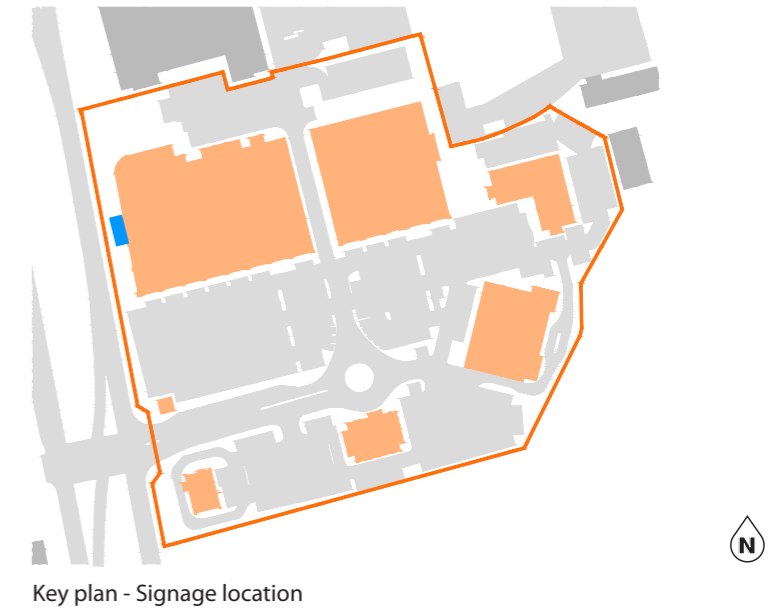
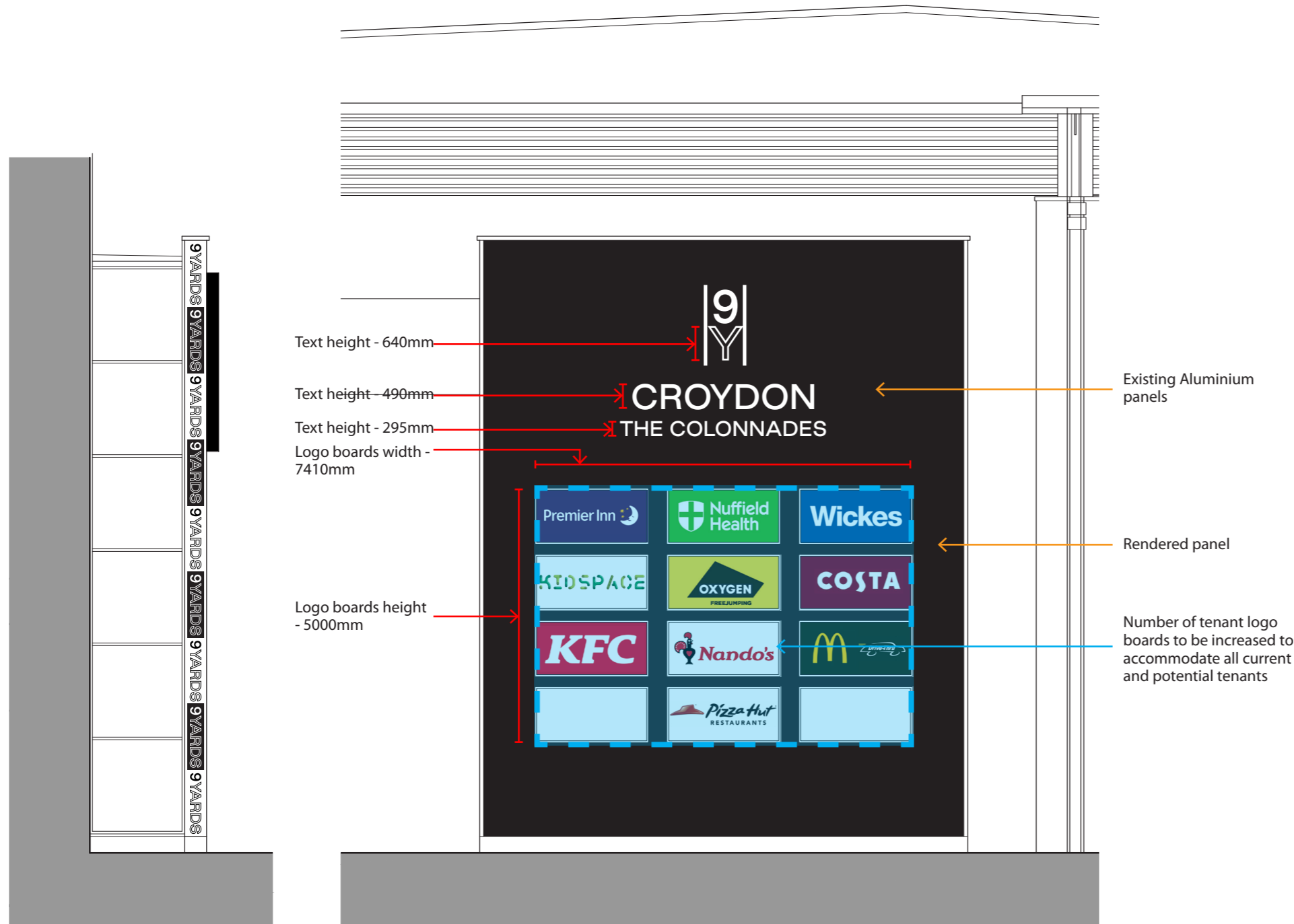


Proposed view of roundabout totem

02 Wall signage

02 Secondary Tenant Totem

Drawings - Proposed



- Existing structure to be retained
- Existing render to be painted RAL 9005 (black)
- Existing letters and vinyls to be removed from the aluminium panels
- Existing aluminium panels to be retained and sprayed, RAL 9005 (black)
- Panels to receive applied vinyl logos/text/graphics, as illustrated
- New tenant logo boards to be added, with existing boards being moved to accommodate.
- New RAL 9010 (white) aluminium end caps to both ends of wall with applied 9YARDS text

Wall Signage - End elevation
1:100

Wall Signage - Purley Way elevation
1:100

02 Wall Signage

Visuals - Existing and proposed



Existing wall signage viewed from Purley Way



Proposed wall signage viewed from Purley Way, with additional tenant signage

03 Feature Signage

03 Feature Entrance Signage

Visuals - Existing



Feature signage proposed location, existing view from The Colonnades entrance



Key plan - Signage location

04 Feature Entrance Signage

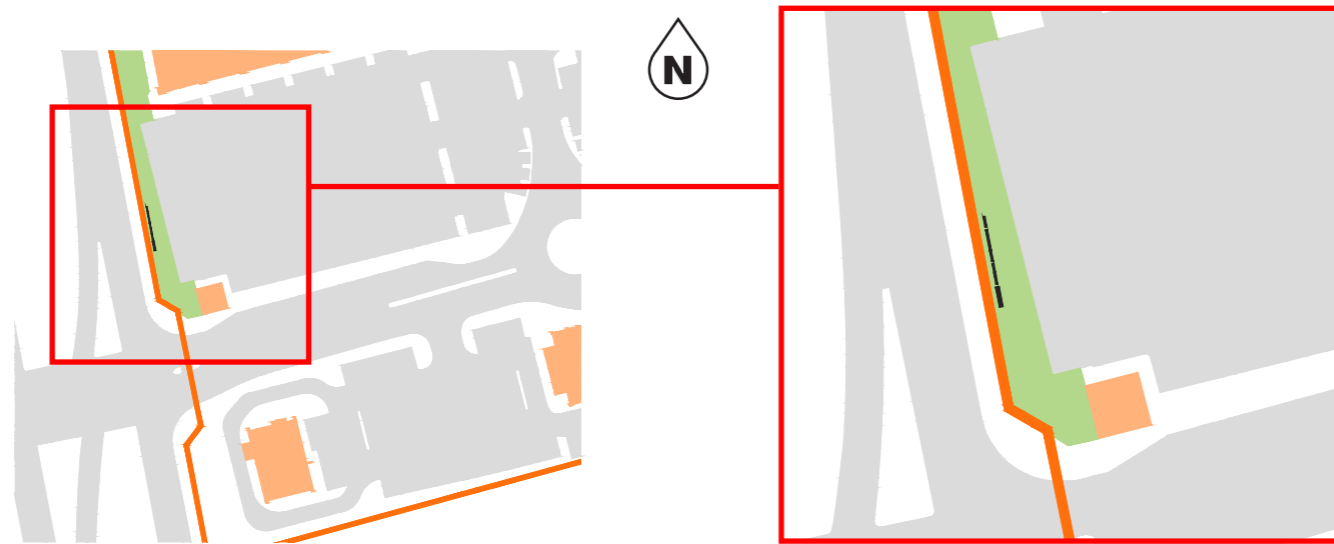
Visuals - Proposed



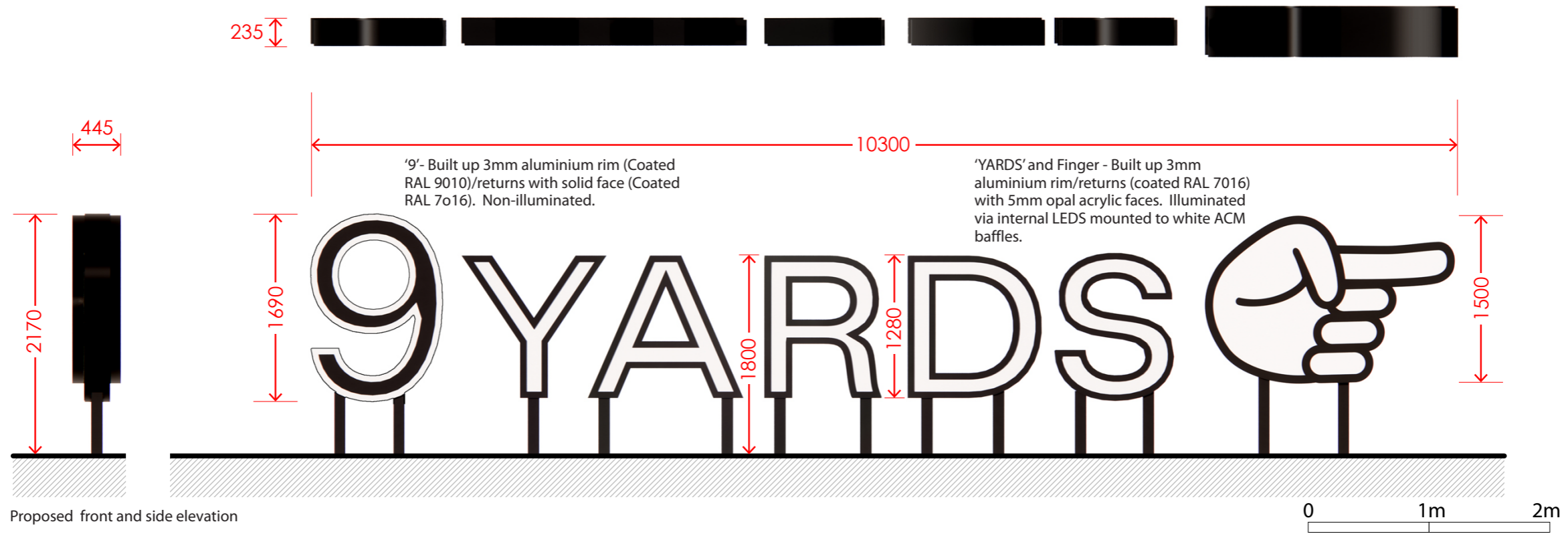
Feature signage proposal, proposed view from The Colonnades entrance

04 Feature Entrance Signage

Proposed plan and elevations



Key plan



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