



Saltbox

Bognor Regis
Estate Signage

may 2021

1744-PGB-03-A

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Revisions

Revisions			
Rev	Date	Initials	Description
A	27.05.21	MW	Drawing scales corrected

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01 Introduction

Purpose of the document

This document describes the various advertising and directional signs proposed for the Saltbox Business Park.

These signs are designed to do a number of things:

- Advertise the park and inform people travelling past what is there they might like to visit.
- Aid wayfinding around the estate,
- Tell visitors who is in each building/plot once in the park

On the adjacent site plan the various sign types are shown, and on the following pages the types are illustrated showing their appearance, including approximations of how they will appear in situ if relevant.

These are then followed by more technical information showing the size of the signs, text size, illumination and foundation sizes.

There 4 types of sign on the estate:

- Main entrance totem (advertising the business park and the main retail tenants)
- Retail sign (pointing visitors towards the Aldi, Greggs, Starbucks car park)
- Wayfinding sign (pointing visitors towards less visible units within the park)
- Unit signs (near the entrance to each plot telling visitors what business(es) are in that plot).

Site plan

- T** Entrance Totem (p5-10)
- R** Retail plot signage (p11-13)
- W** Wayfinding signage (p14-16)
- U** Unit signs (p17-20)



Site plan showing signage locations

02 Entrance Totem

02 Entrance Totem

Totem visuals



Entrance Totem

Situated at the entrance to the estate, the totem is a triangular shape in plane so that it can be seen from all the junctions from the A29/A259 roundabout, from which the site is accessed. The base of the sign is cut away to create a dynamic and original shape.

The main feature of the totem is the 'Saltbox' text which will be illuminated from behind to create a halo effect around the letters. The tenant logos (only 3 currently shown, with space for 2 more depending on future tenants) will be boxes lit by LED from inside, achieving an illumination level of 500cd/m².

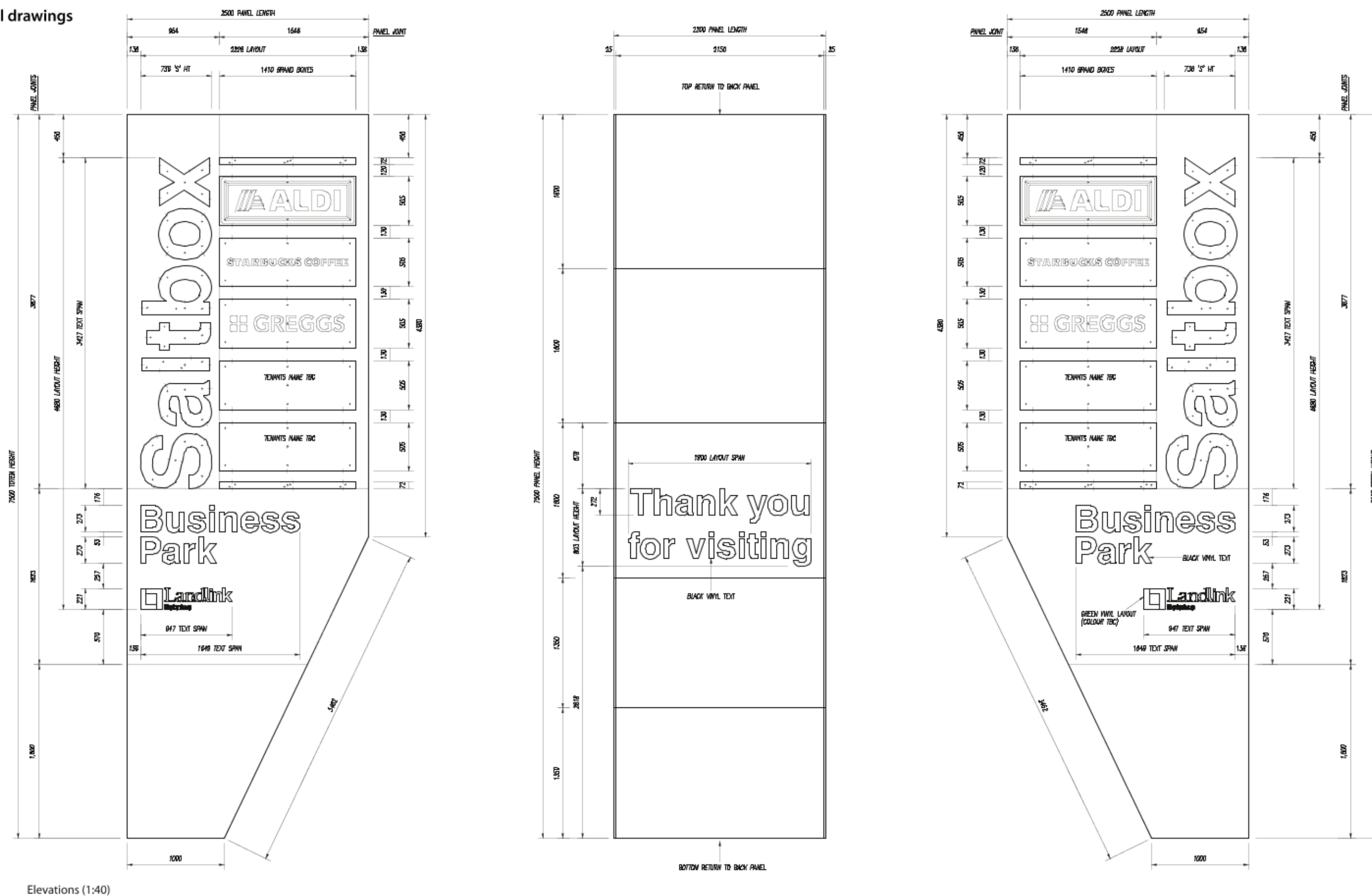
The green, grey and white colours of the totem fit with the corporate colours of the site's owners Landlink estates.



Totem visuals

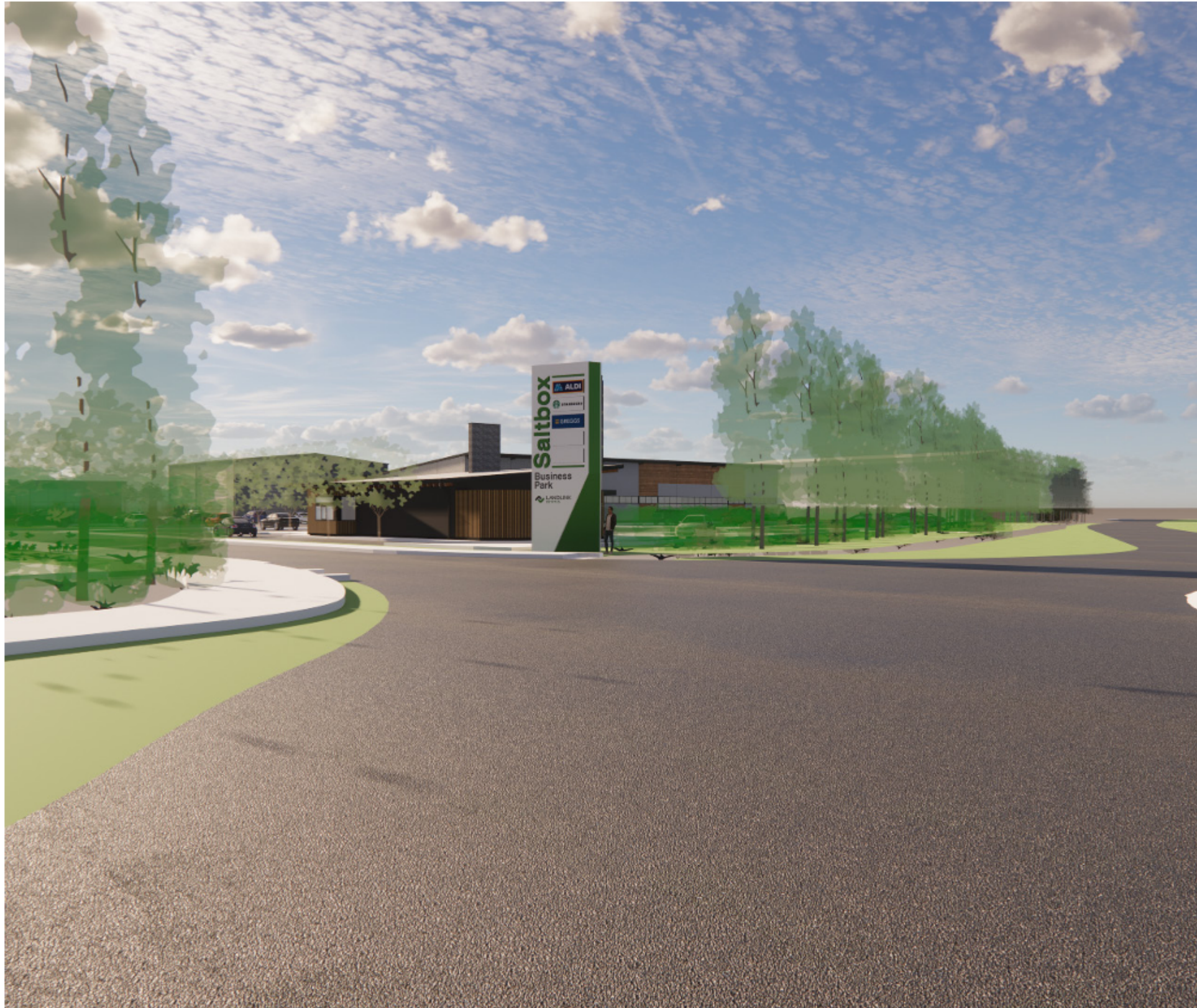
02 Entrance Totem

Technical drawings

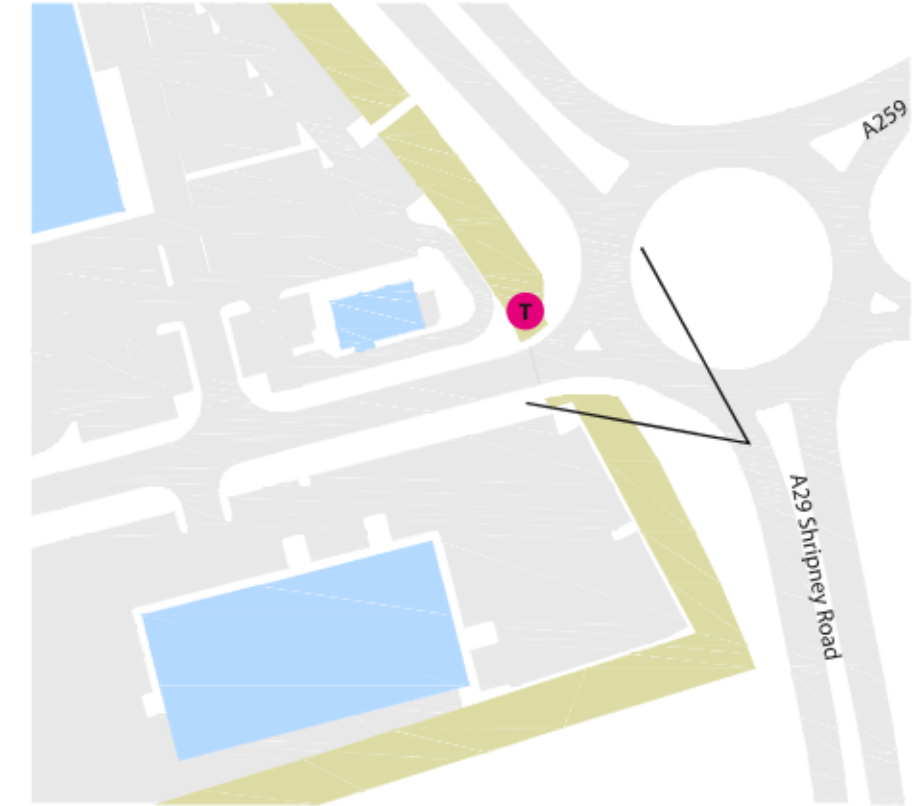


02 Entrance Totem

Totem visuals

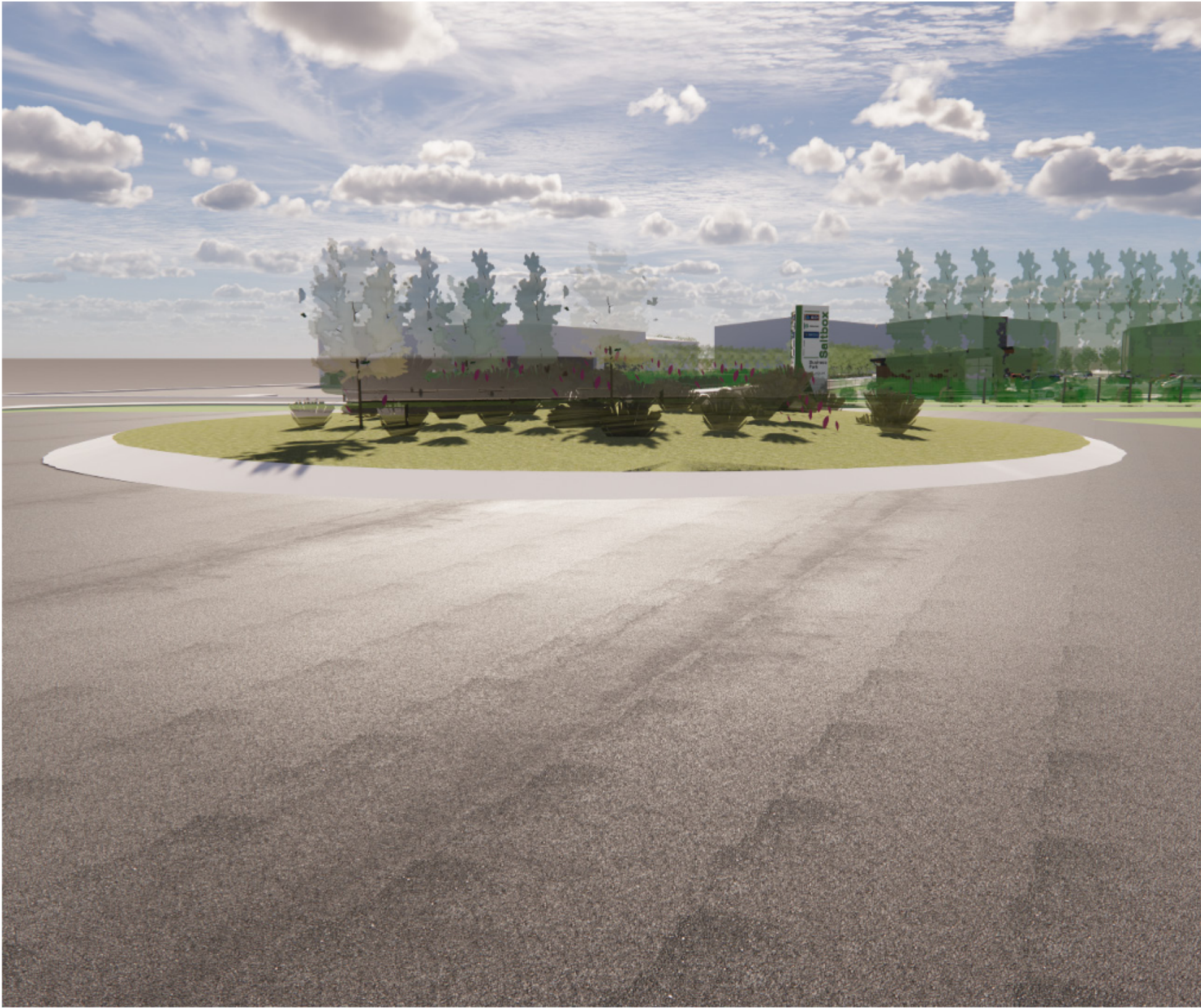


View from A29 roundabout entry looking north

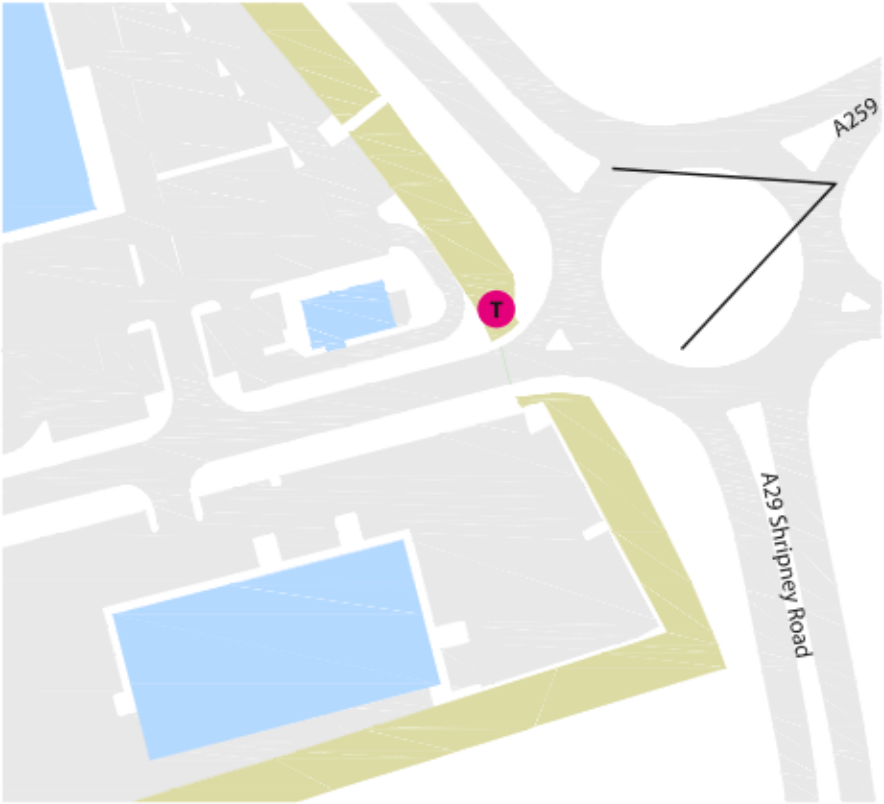


02 Entrance Totem

Totem visuals

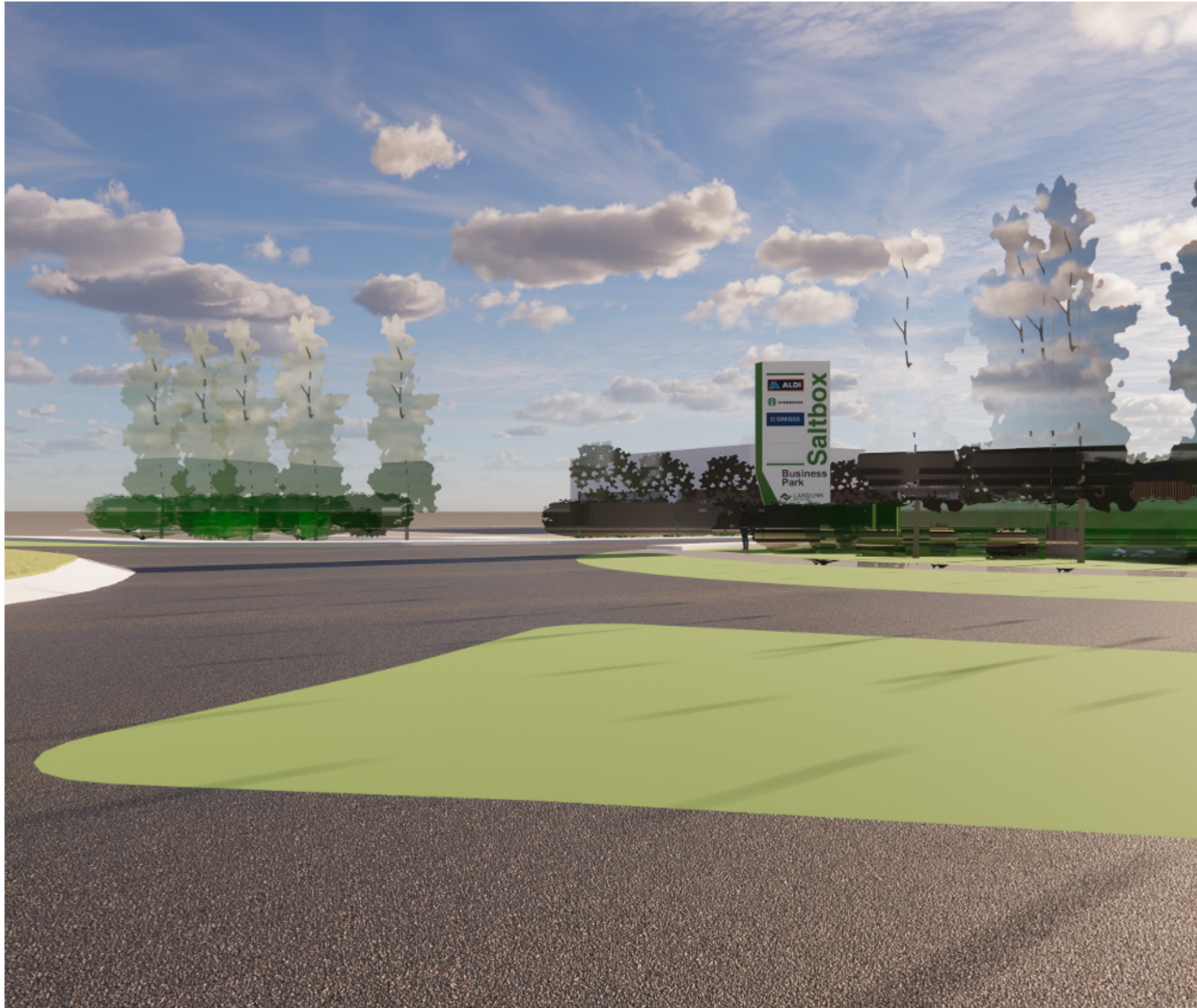


View from A259 roundabout entry looking west

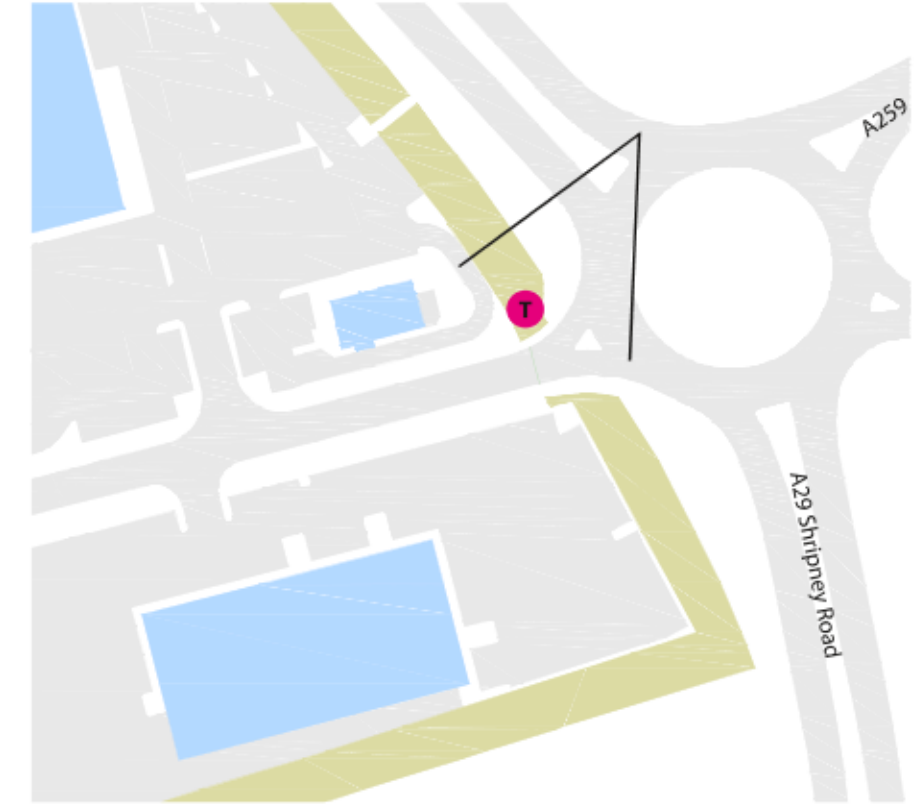


02 Entrance Totem

Totem visuals



View from A29 roundabout entry looking south west



03

Retail Plot Sign

03 Retail plot sign



Retail plot sign

The main reason for passers to visit the site will be the Aldi supermarket and Starbucks & Greggs drive-thrus at the front of the site. This sign signifies the entrance to the car park for these units.

This sign has similar detailing to the entrance totem, but will be externally illuminated from lights set in the ground which will light up the sign. The illumination level of the lights will be 100cd/m².

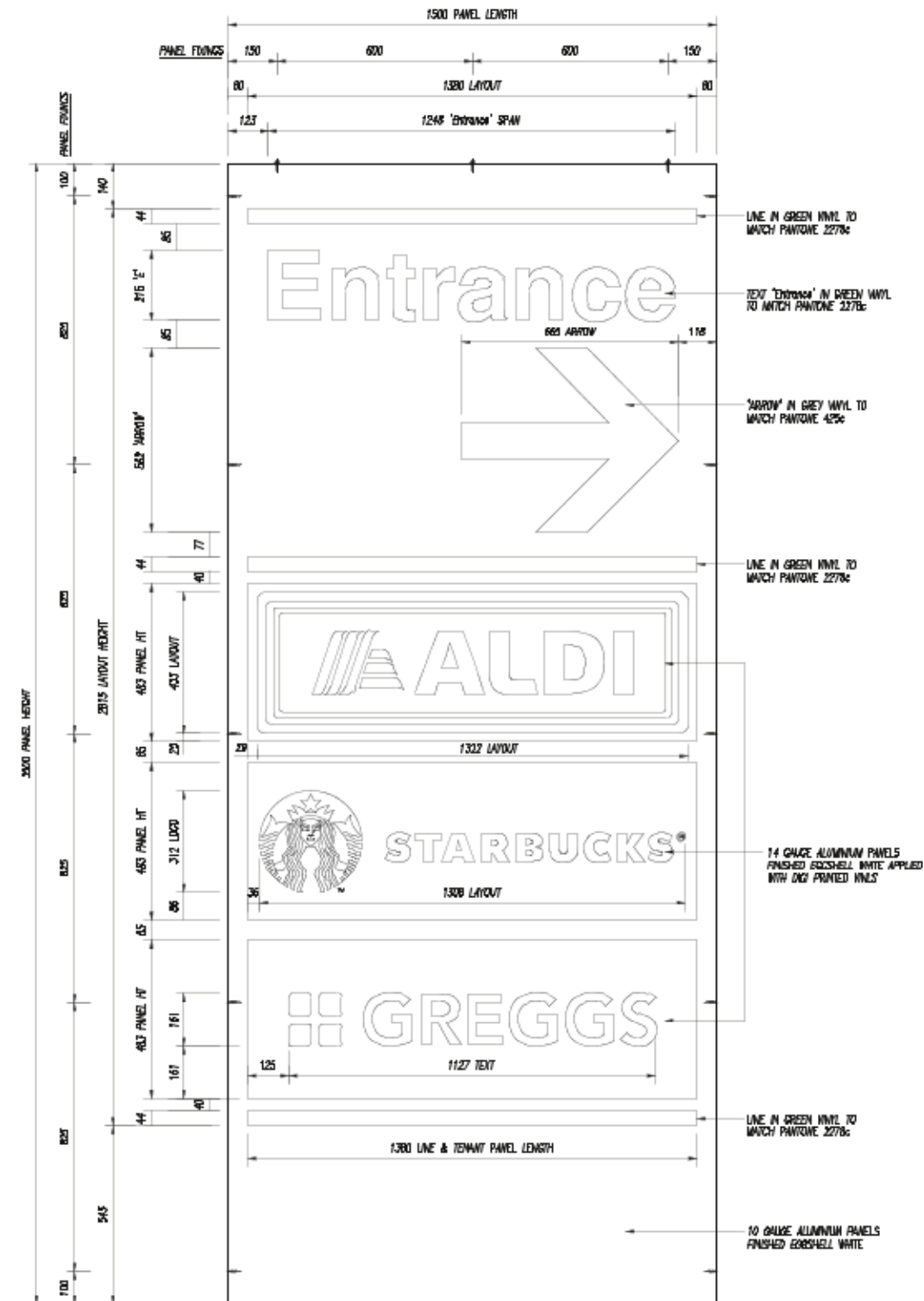
Luminaires for the uplights will be selected to comply with the ILE Guidance Notes for the Reduction of Obtrusive Light(3) based on the site being classified as Environmental Zone E3 – “Medium district brightness area – Small town centres or Urban Locations”.



Signage visual

03 Retail plot sign

Technical drawing extract



Elevation (1:20)

04 Wayfinding sign

04 Wayfinding sign



Wayfinding sign

This sign is positioned on a prominent corner within the site to direct visitors to the less visible plots in the site.

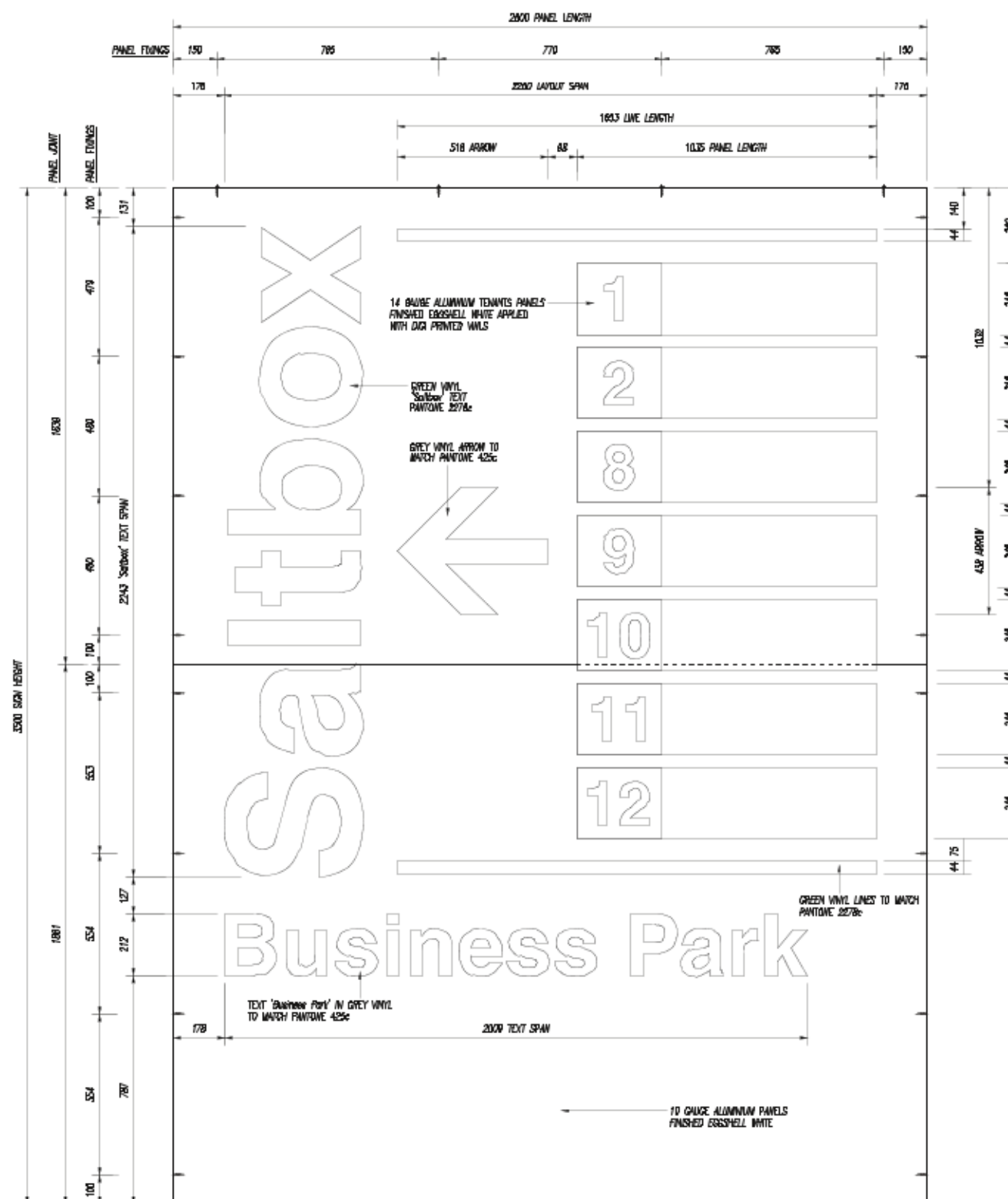
It is slightly wider than the retail plot sign, but the logo boxes and how the sign is lit are the same.



Signage visual

04 Wayfinding sign

Technical drawing extract



Elevation (1:20)

05

Unit signs

05 Unit signs

Visuals

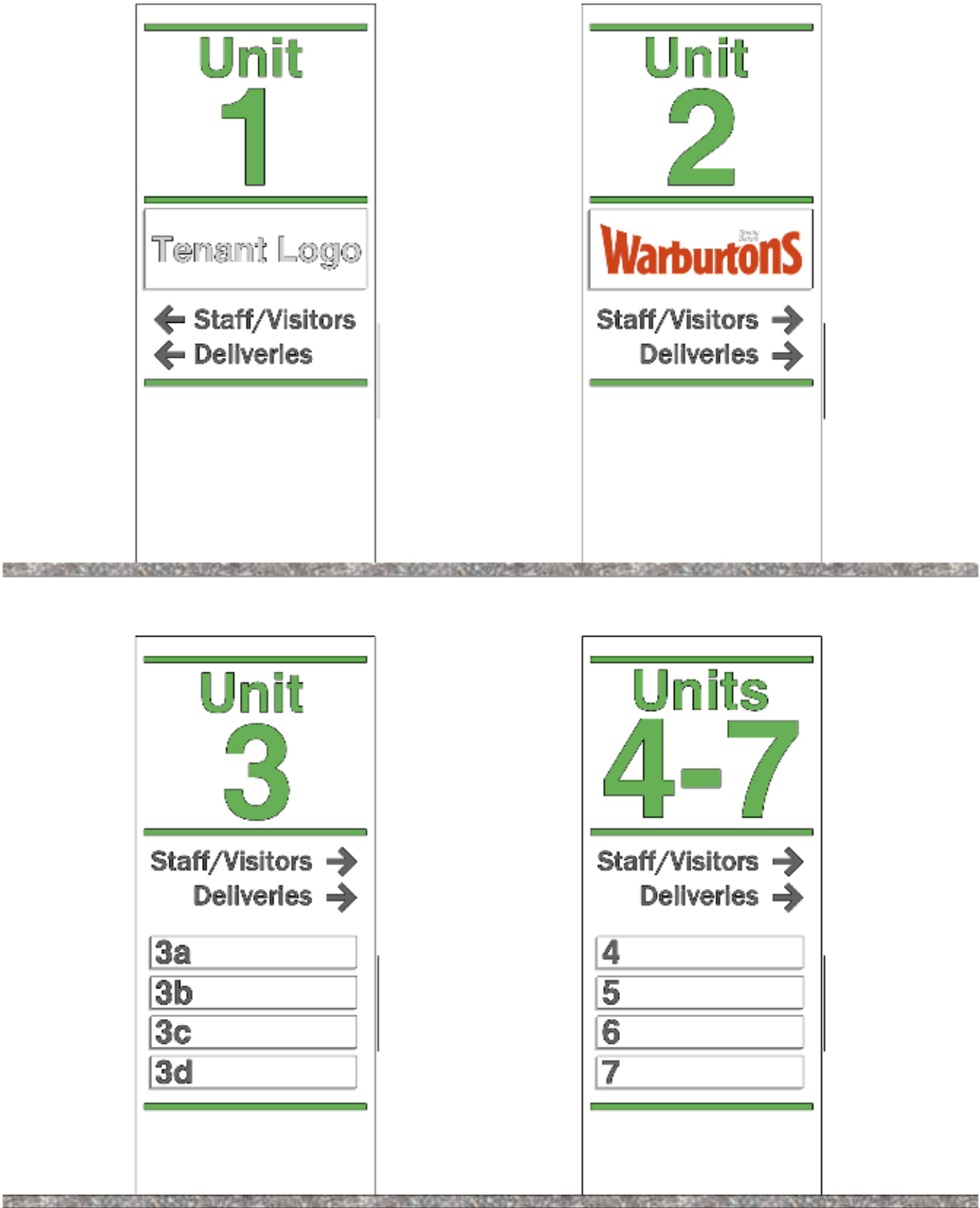


Unit signs

These signs are located close to the entrance to the various buildings around the estate to make it clear to visitors who is in each building.

These signs are the same size as the retail plot sign, and are lit in the same way.

The size, location and number of tenant logos differ depending on who is, or will be, in the various buildings.



Signage elevations

05 Unit signs

Visuals

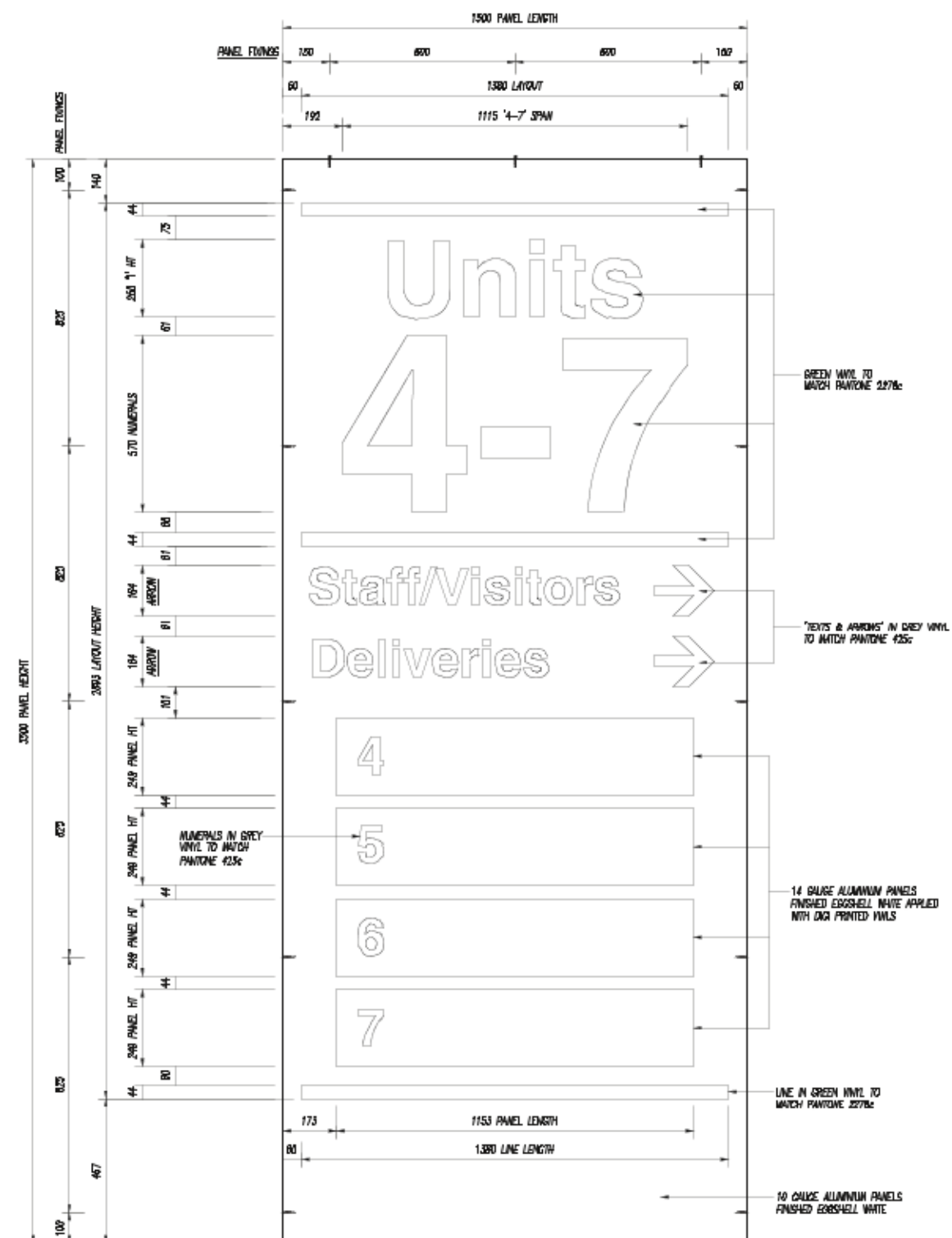


Signage visual

05 Unit signs

Technical drawing

Only sign for unit 4-7 illustrated in technical form, but other signs follow the same principles as can be seen on previous page



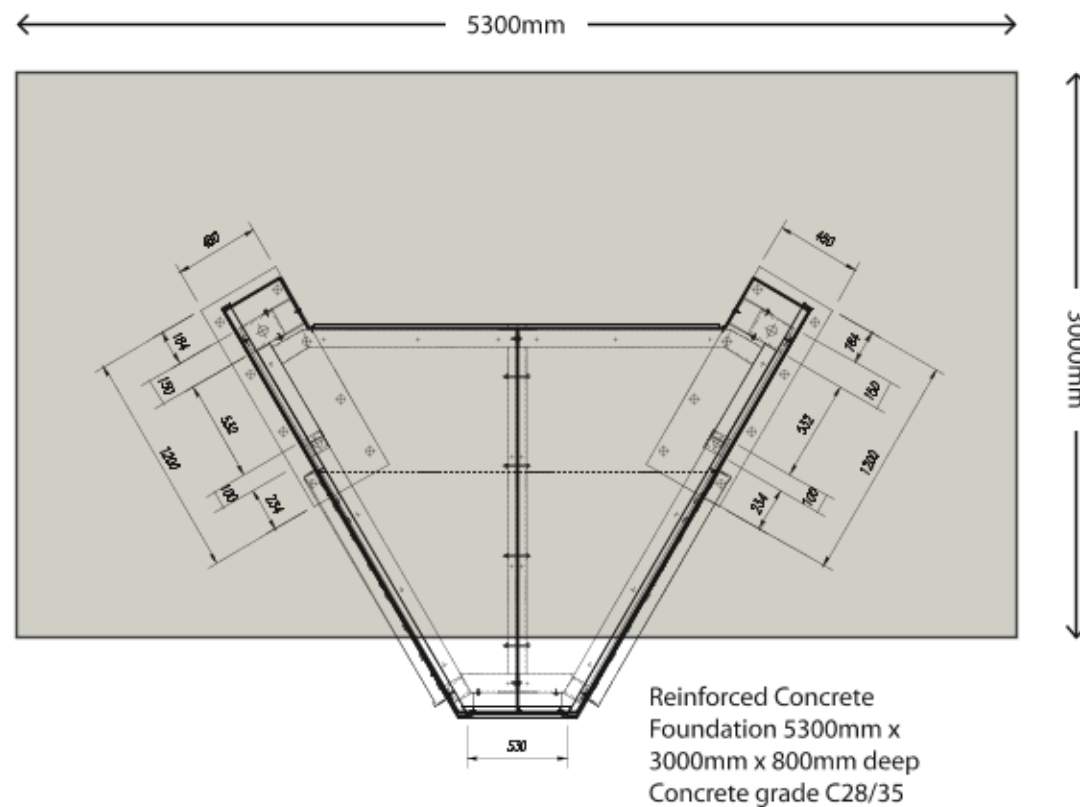
Elevation (1:20)

06

Foundations

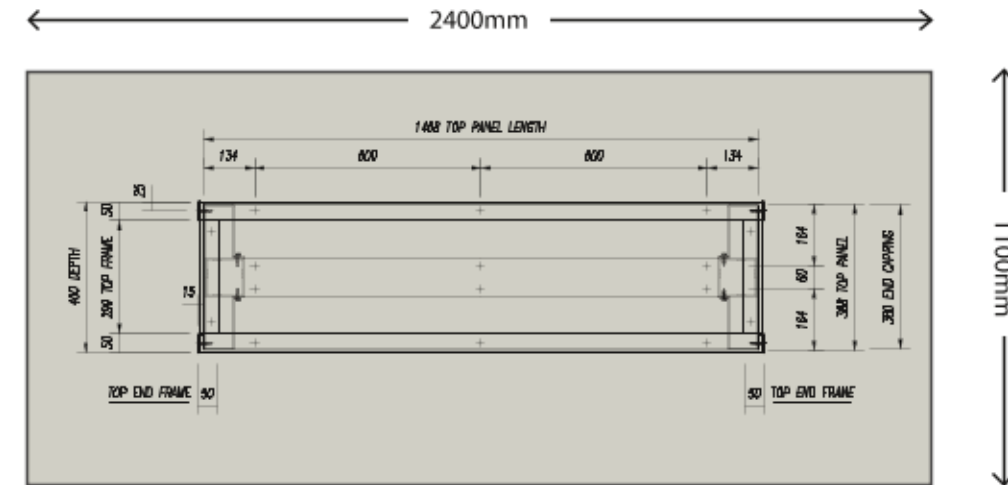
06 Foundations

Main entrance totem



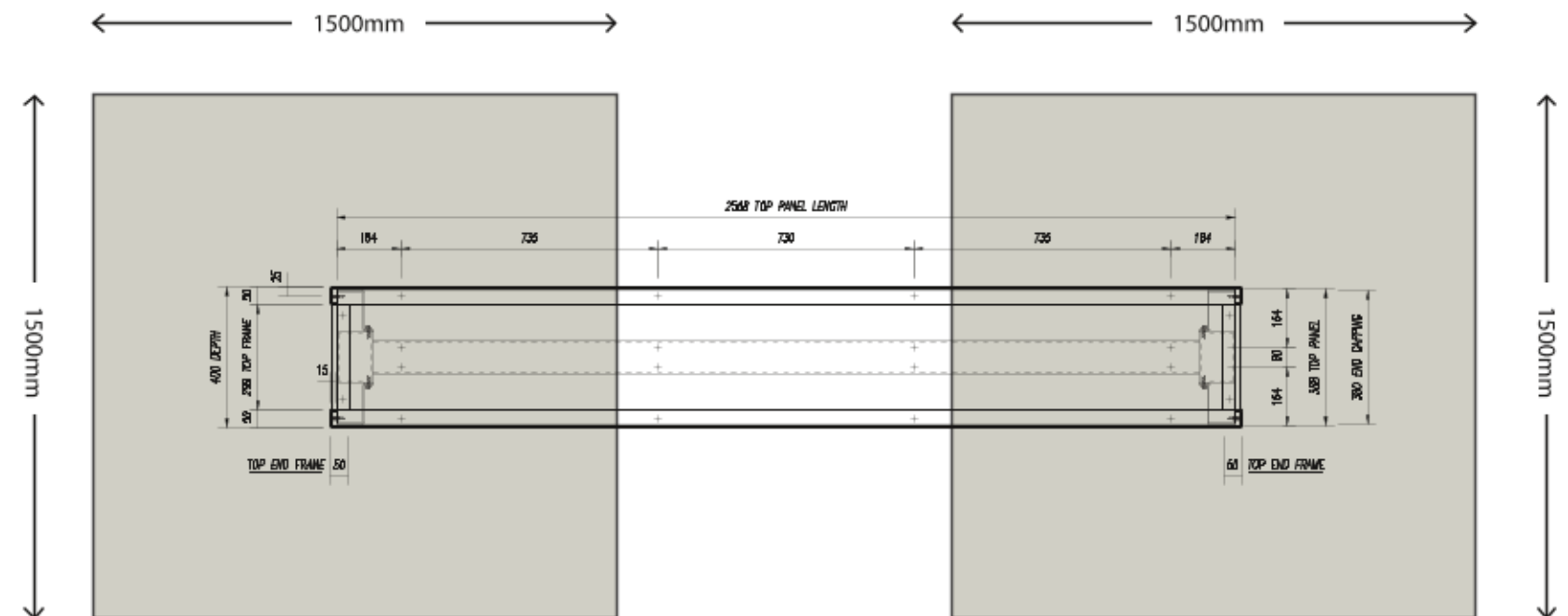
Plan view fixing plates (1:40)

Retail and unit signs



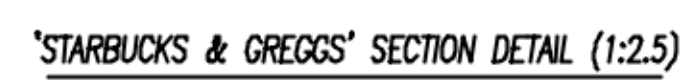
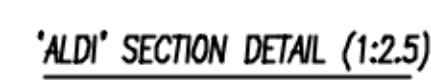
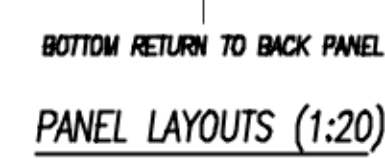
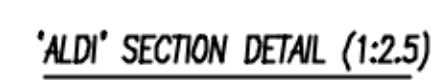
Plan detail (1:20)

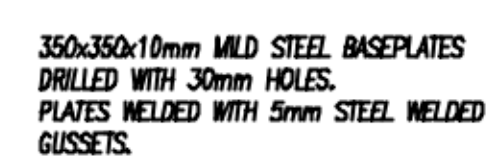
Wayfinding sign



Plan detail (1:20)

07 Technical drawings





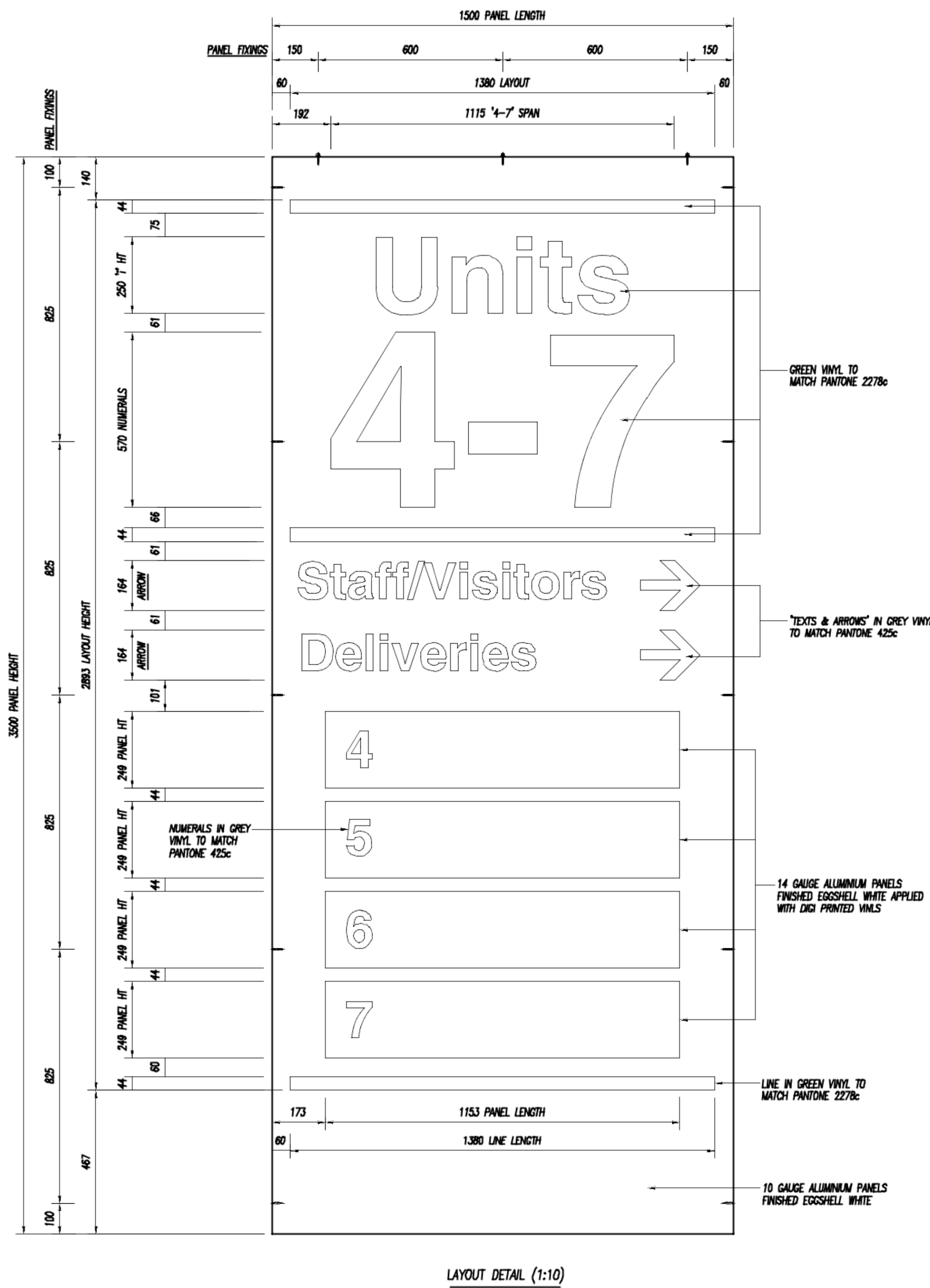
Blaze
signs

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5 Patricia Way, Pyssens Road,
Bromborough, Rant. CT19 2XZ
8 +44 (0) 1843 481019
+44 (0) 1843 867954
info@blazesigns.co.uk
www.blazesigns.co.uk

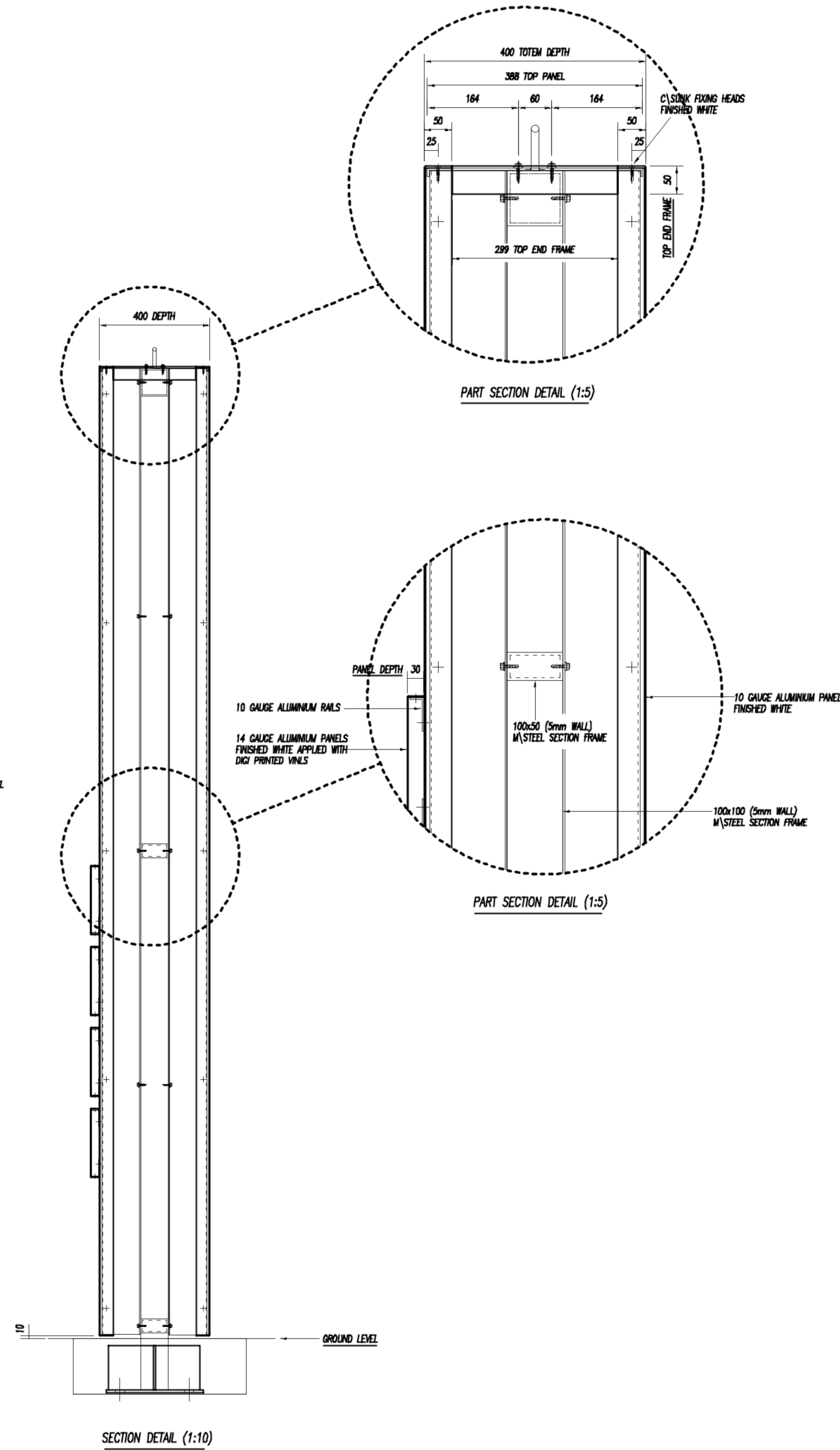
D	Job Title SALTBOX SHRIPNEY ROAD BOGNOR REGIS
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Drawing No. 133190	Scale 1:10\1:5	Date 5-5-21	Drawn M
Revisions REV A POSITION BELOW GROUND LEVEL SHOWN, PANEL END FRAMES REWISED TO GREEN, END FRAME DEPTH REDUCED. EDITION 1 SET REVISED TO SINGLE SIZED 11.5-21 MM			

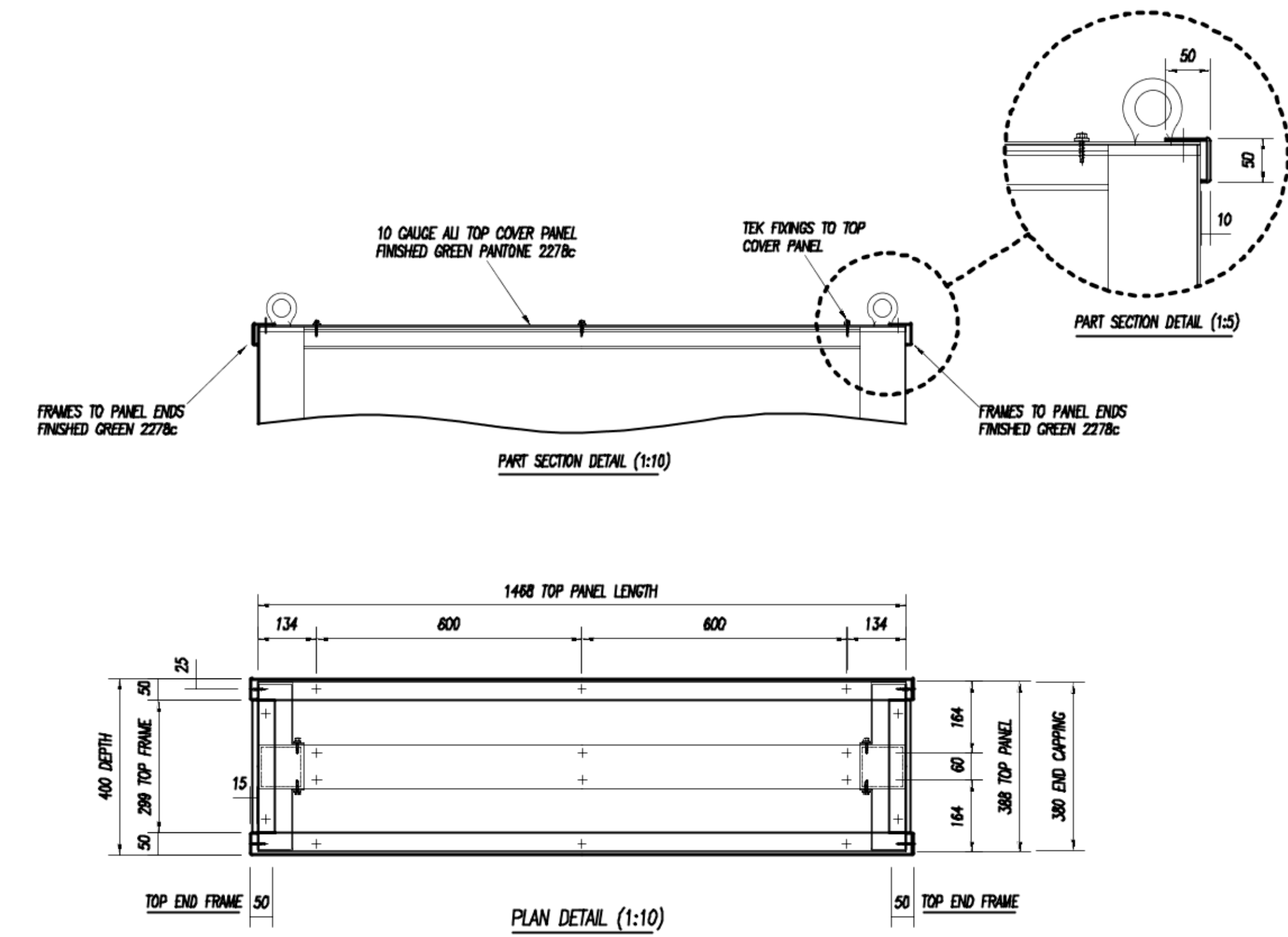
A



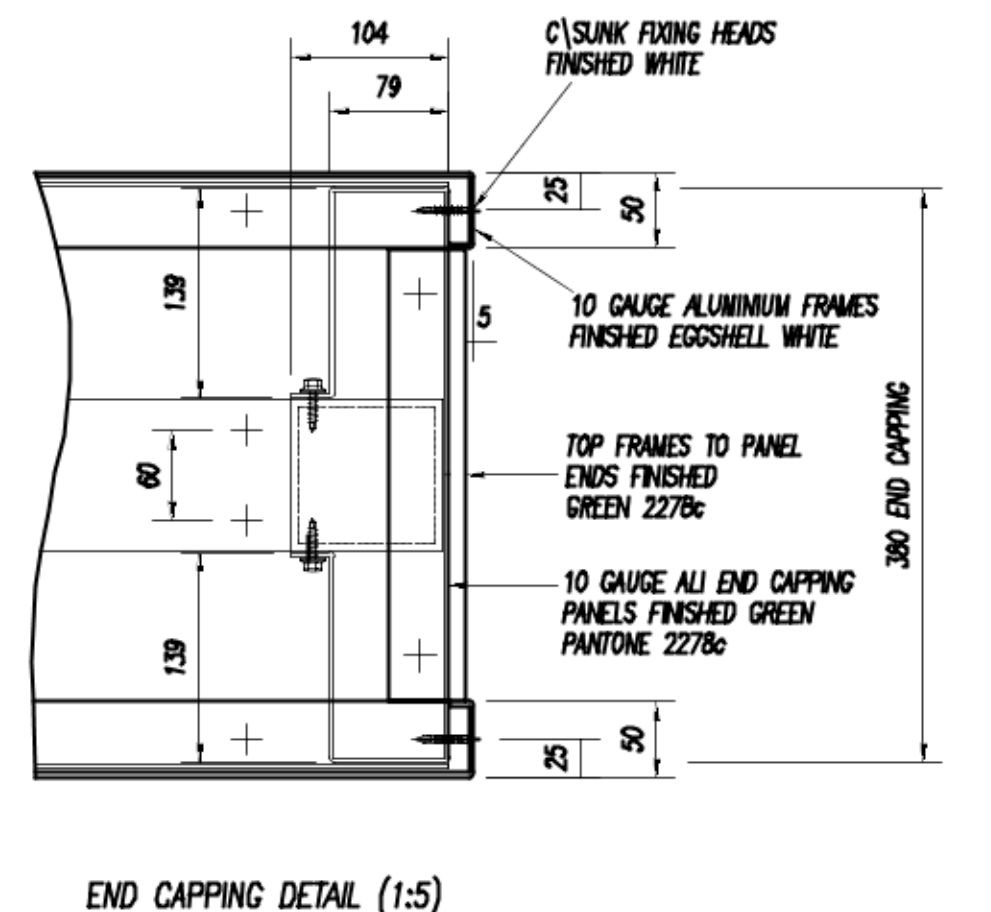
LAYOUT DETAIL (1:10)



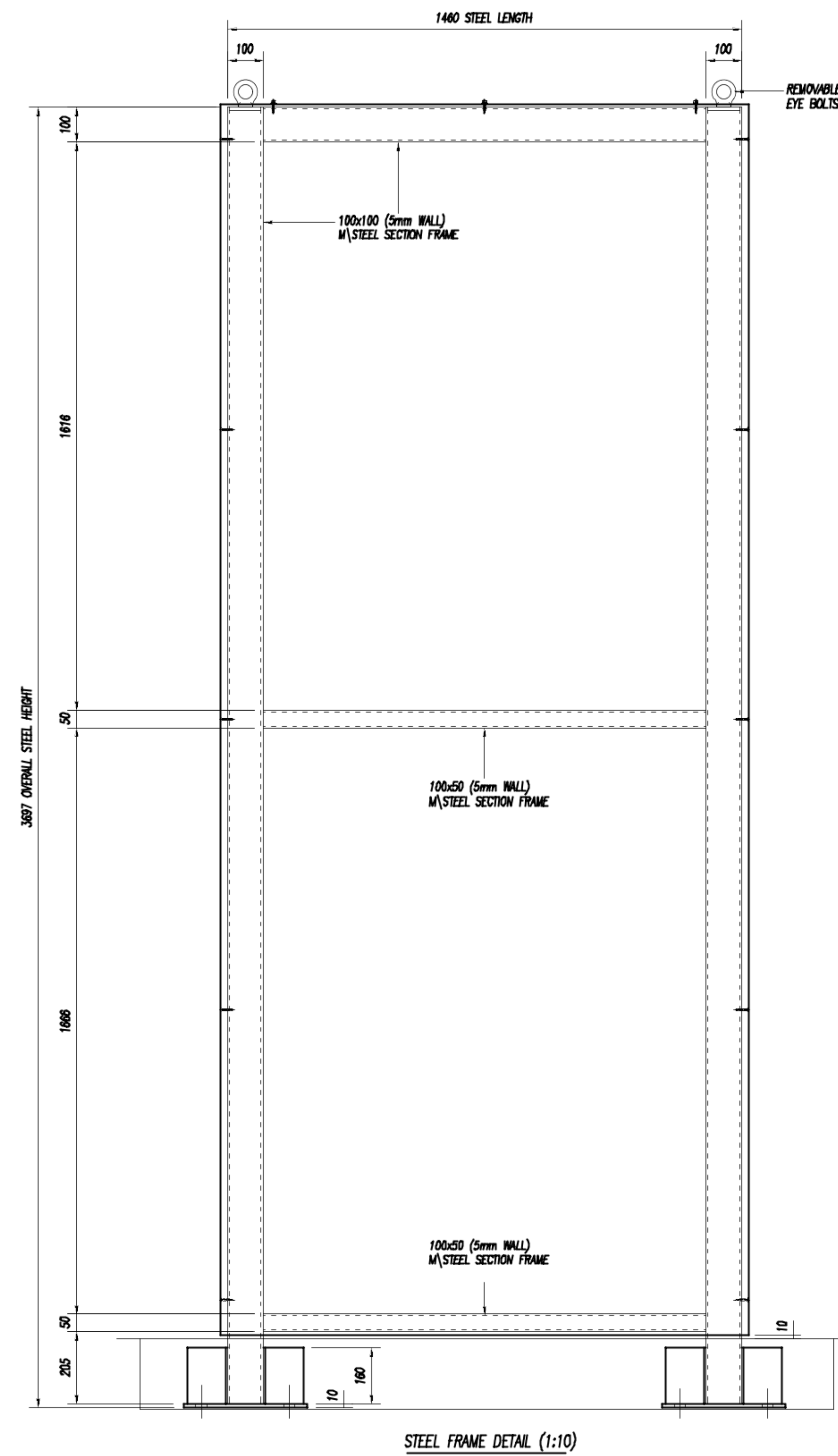
SECTION DETAIL (1:10)



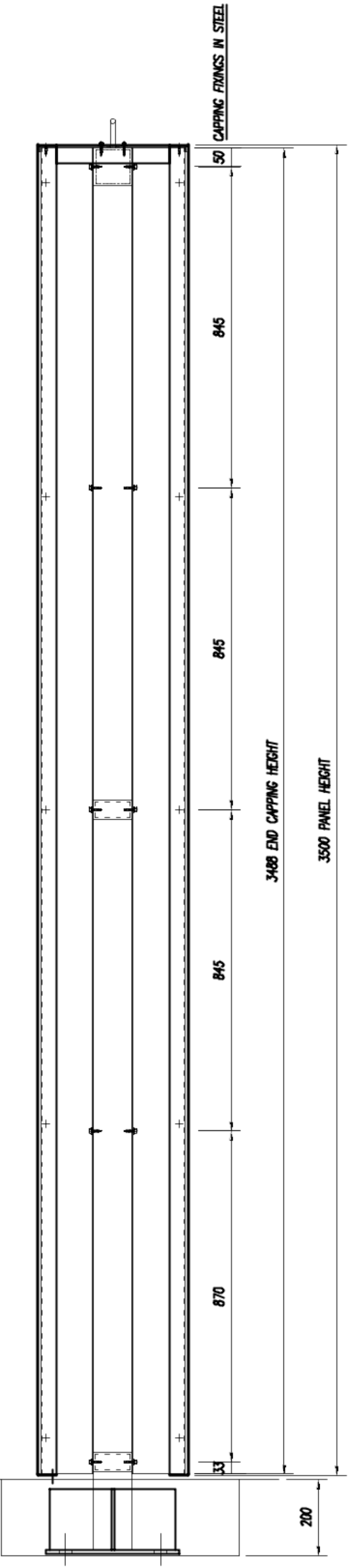
PLAN DETAIL (1:10)



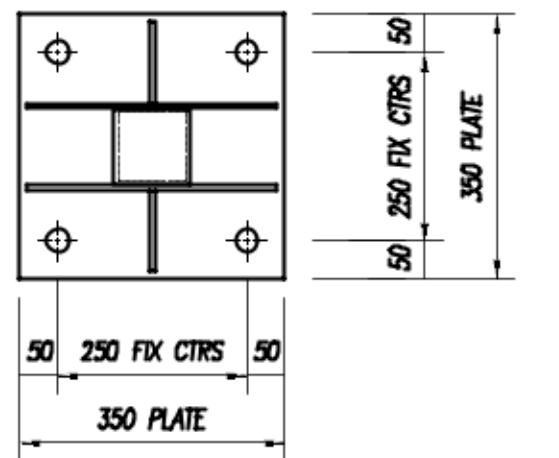
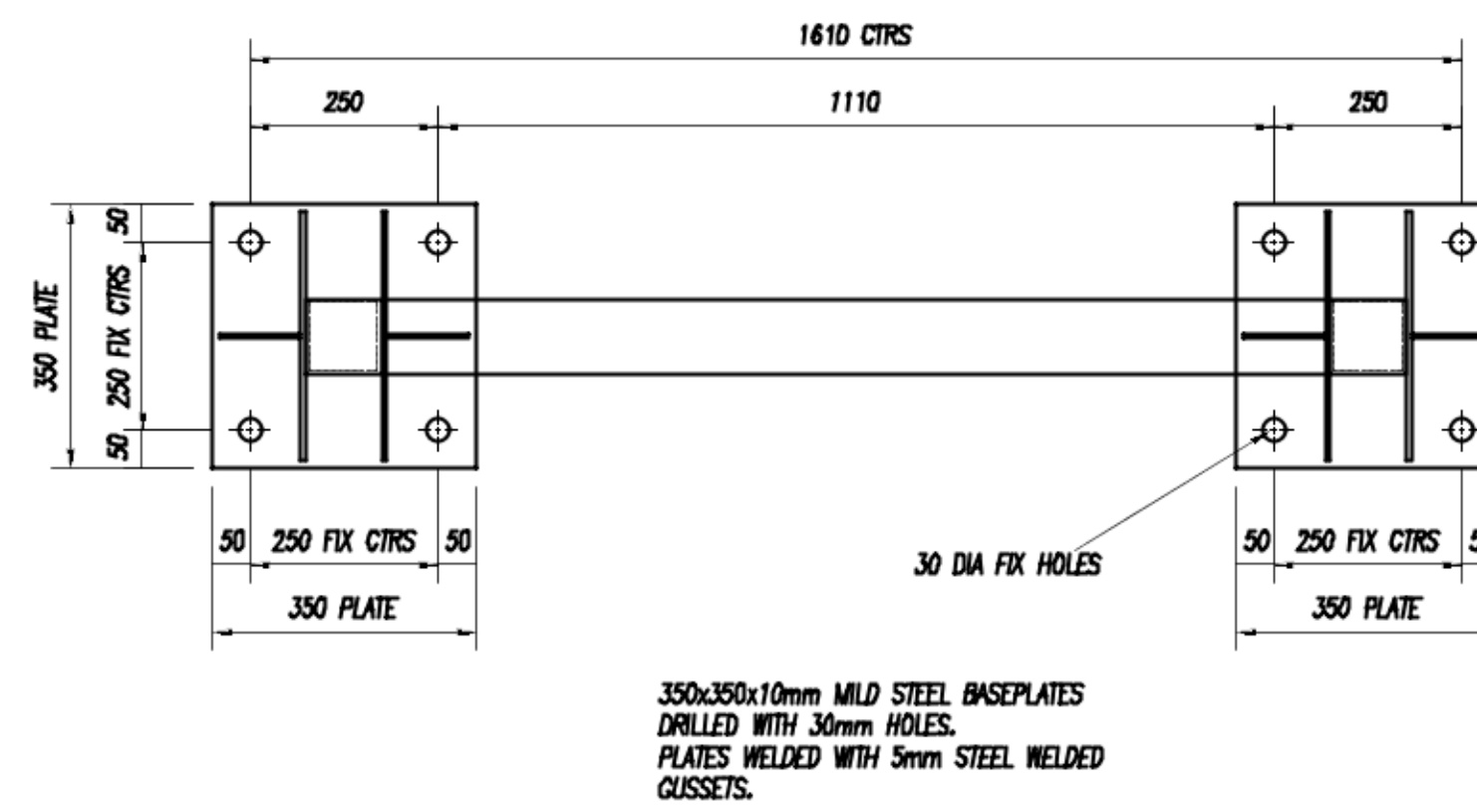
END CAPPING DETAIL (1:5)



STEEL FRAME DETAIL (1:10)



SECTION DETAIL (1:10)



4-OFF SINGLE SIDED TOTEM SIGNS REQUIRED

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