ALEXANDRA PALACE SAC/CC MEETING

09 March 2023

SIGNAGE AND WAYFINDING IMPROVEMENTS

Some back of house external signage is required to improve client experience and assist with wayfinding;

Utilising brand guidelines and colours to ensure consistency across the site, whether front of house or back of house;

Application to include new signage above the Phoenix B&K – will be same as the signage proposed in the East Court, and in keeping with existing signage in the Palm Court;

Phoenix B&K signage will be lit to indicate to passers-by that it is open for business, especially important in the winter months

Existing Palm Court directional signage

Proposed NorthYardTheatre Stage Door signage

Backstage

Details

A) Height from the ground to base: 3.8M

B) Dimensions 4250 x 3550mm
   Suggested Production Size: 3M x3M

C) Maximum Letter Height: 50mm

D) Material: 3mm ACM with digital print to face

E) Maximum projection from the face of the
   building: 0.003m.

F) Method of attachment: Plugs and screws into
   mortar lines.

3 M

3M

3.8M

WELCOME
TO ALLY PALLY
THEATRE
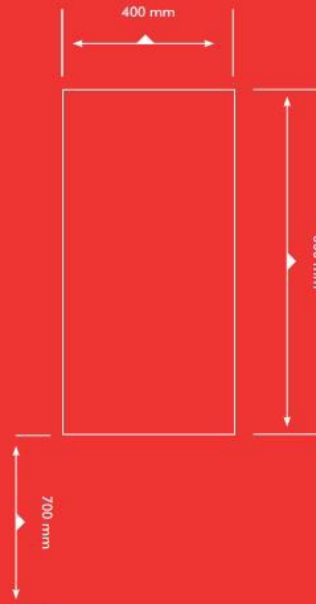BACK STAGE

Backstage

Details

A) Height from the ground to base:
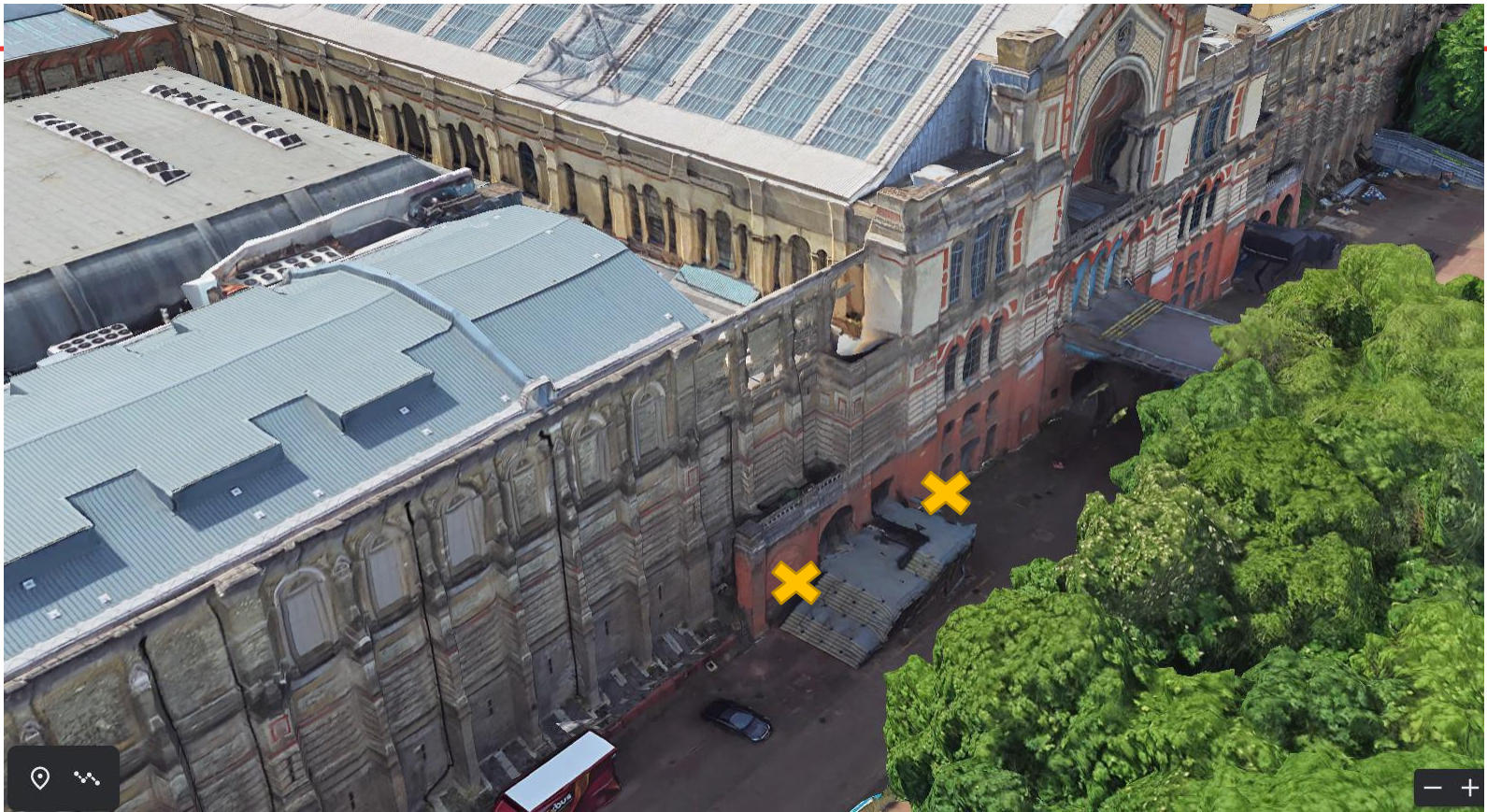   1.5M

B) Dimensions
   Survey Dimensions: Brickwork
   column @ 920mm
   Suggested Production Size:
   800mm x 400mm

C) Maximum Letter Height: 50mm

D) Material: 3mm ACM with digital
   print to face

E) Maximum projection from the
   face of the building: 0.003m.
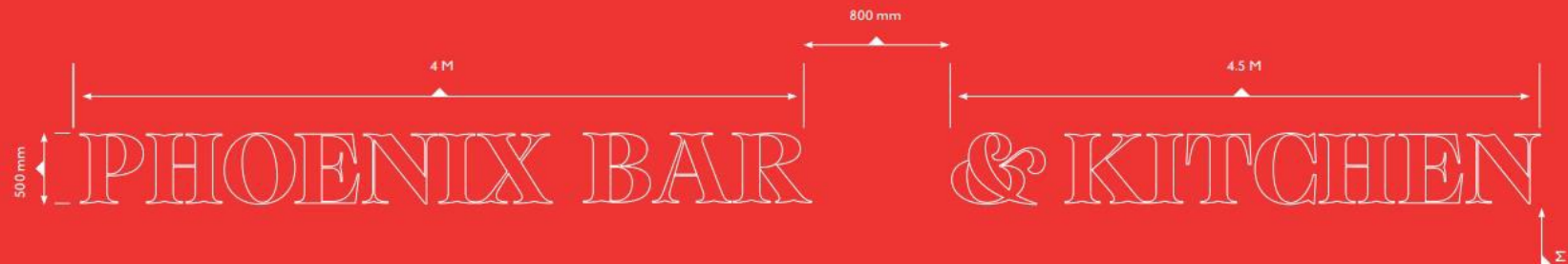
400 mm

800 mm

700 mm

Location of external back of house signage

Phoenix Bar

Details

A) Height from the ground to base: 6M

B) Dimensions: O/A 9925mm x 2700mm
   Suggested Production Size: 10025mm x 2800mm

C) Maximum Letter Height: 300mm

D) Maximum projection from the face of the building: 0.01m.

E) Product Material: 9mm s/s letters with 30mm returns, finished
   in antique gold PU coating. Externally uplit with linear
   LED lighting detail.

F) Method of attachment: Plugs and screws into mortar lines.

800 mm

4 M

4.5 M

500 mm

PHOENIX BAR   & KITCHEN

THANKYOU FORYOUR CLOSE ATTENTION