

# Design and Access Statement

## Campus West Advertisement Application

December 2019





# Introduction

## Campus West

We were approached by Campus West to prepare a planning application for an upgrade to their existing signage on the building.

Milligan Knight Architects have produced a set of planning drawings and this document accompanies these to illustrate in more detail the proposed signs and proposed strategy.





# Location

## Welwyn Garden City

The site address is:  
The Campus  
Welwyn Garden City  
AL8 6BX





# Existing Signage

## Tired, Scattered and Inconsistent

The existing signage on Campus West is faded, tired and outdated. The existing signs are confusing with different functions, brands and amenities signed on different parts of the building. The name Campus West is also not clear other than on the lightbox at high level.

The aim of this proposal is to rectify these issues and deliver a more coherent signage strategy, in keeping with the guidelines within “Welwyn Garden City Guide to shopfront and advertisement design”.



Entrance Canopy



Freestanding Sign



Main Building Signage



Campus West Lightbox



# Proposed Graphics

## A Fresh Consistent Look

A new set of graphics have been commissioned and developed by Campus West and are illustrated on the right.

The graphics seek to create legible and bold signage for the building, which also give a consistent aesthetic across the various functions and facilities contained within the diverse complex that is Campus West.

The colours are consistent across the different brands while the background colour will help contrast to the bright colours and is a calm deep colour that will sit comfortably with the existing building.



New Graphics for Building Functions



Freestanding Sign

Campus West



New Welcome Sign and Font for Building

# Proposed Signage

## Entrance Canopy

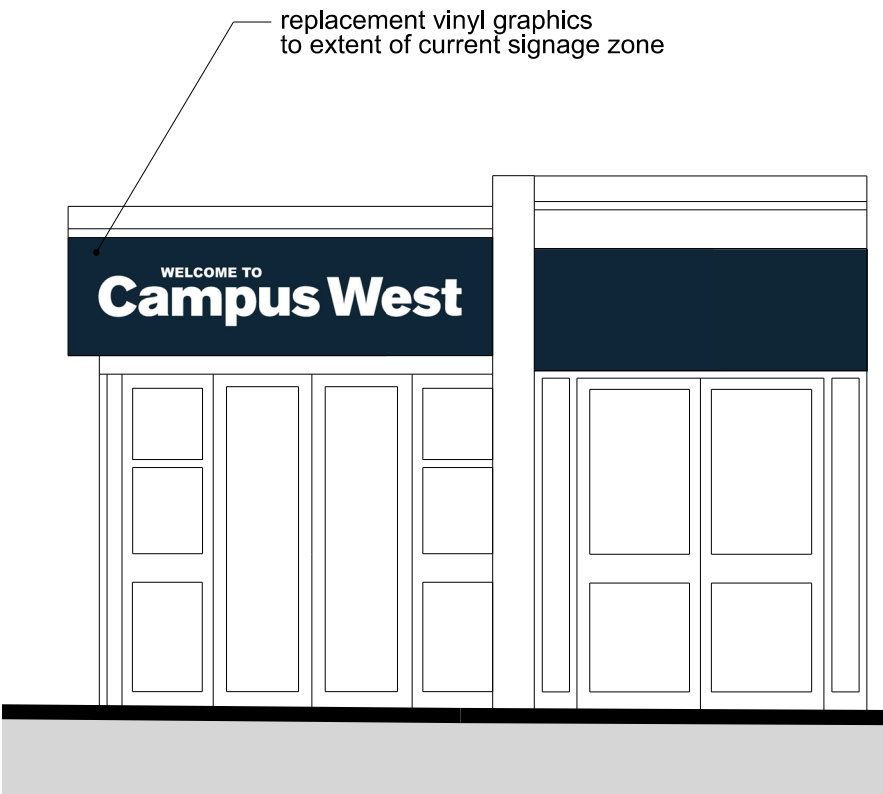
The proposed signage across the building is mainly replacing existing elements like-for-like. The entrance canopy is illustrated on the right and shows the improved new branding and graphics across the facade, replacing the existing band.

The graphics and logos are consistent across the building and the building name is clearly signed on all elevations of the canopy element.

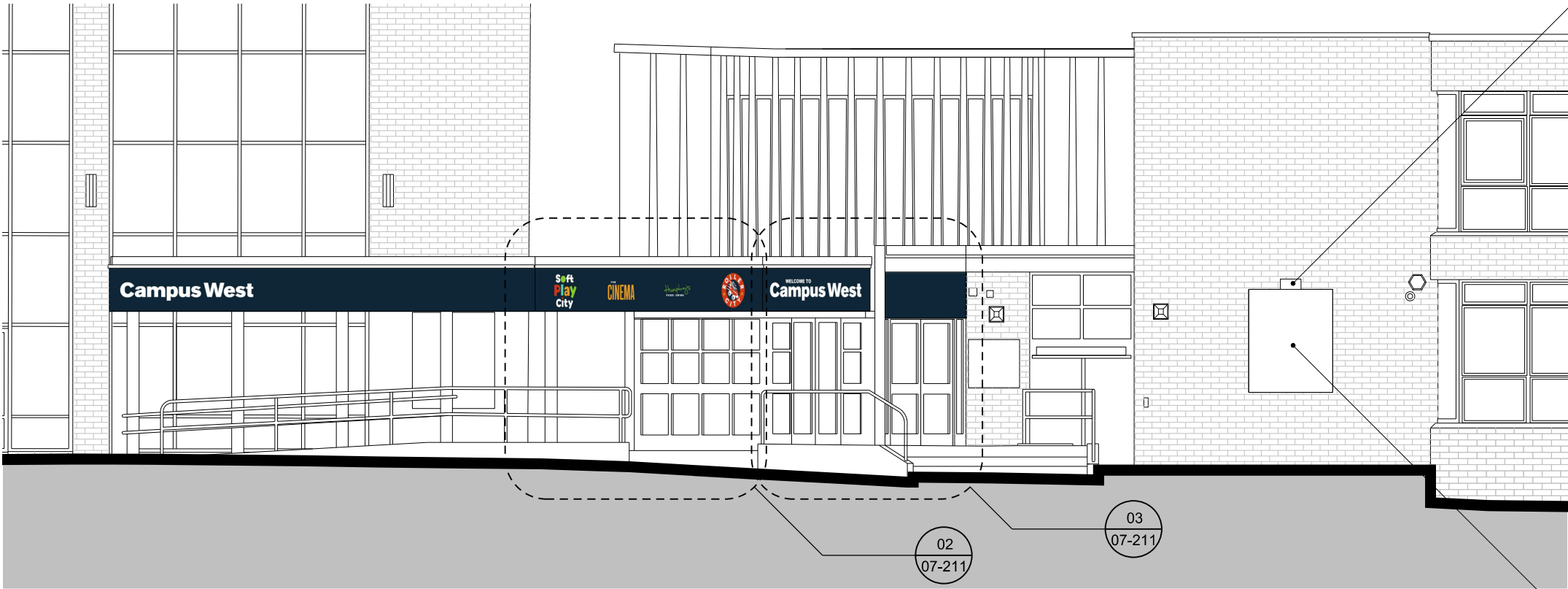
The proposal is to use high quality vinyl to cover the existing graphics and provide a clean new signage band.



Entrance Canopy



Entranceway Signage



Southern Elevation

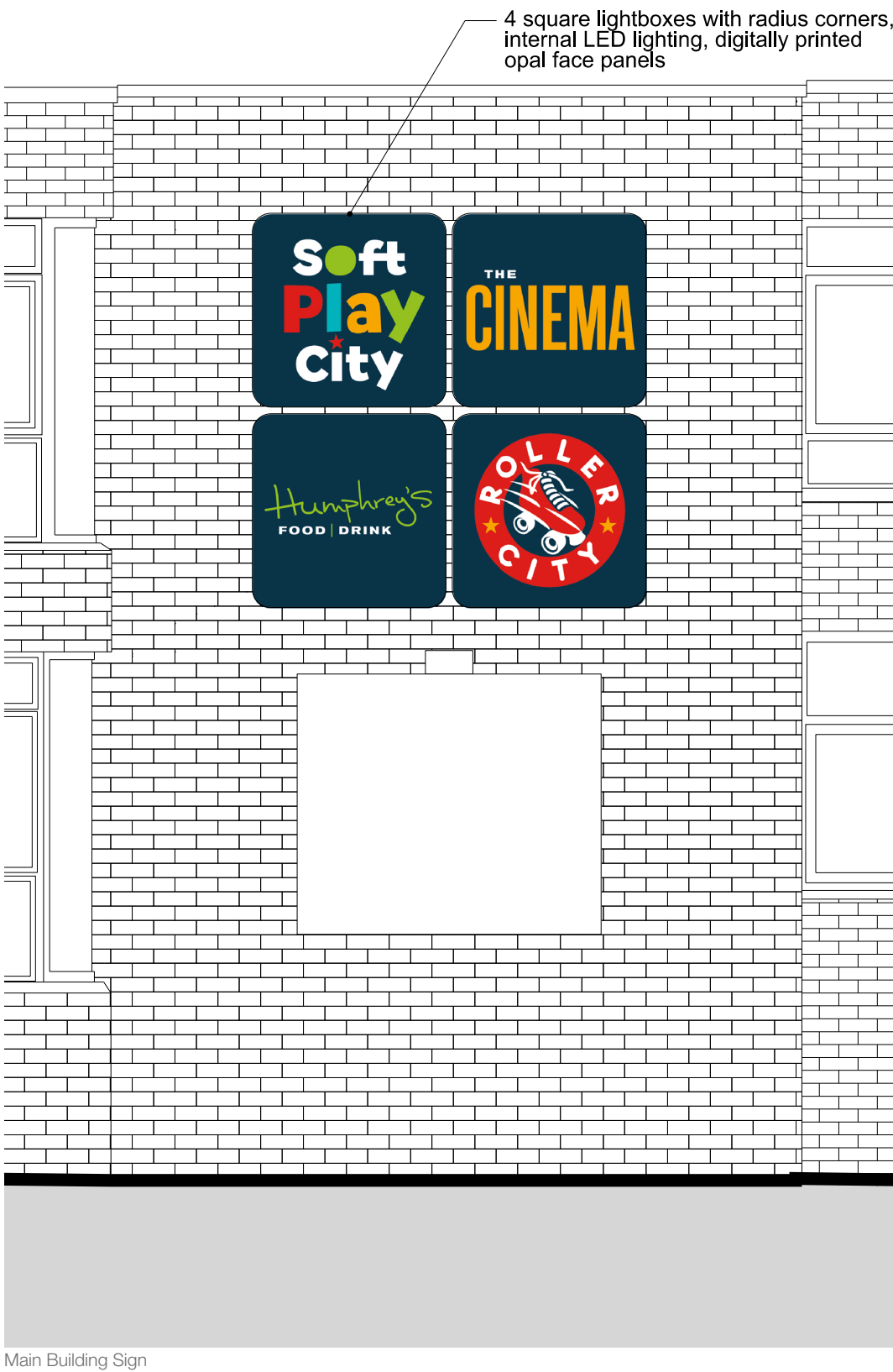
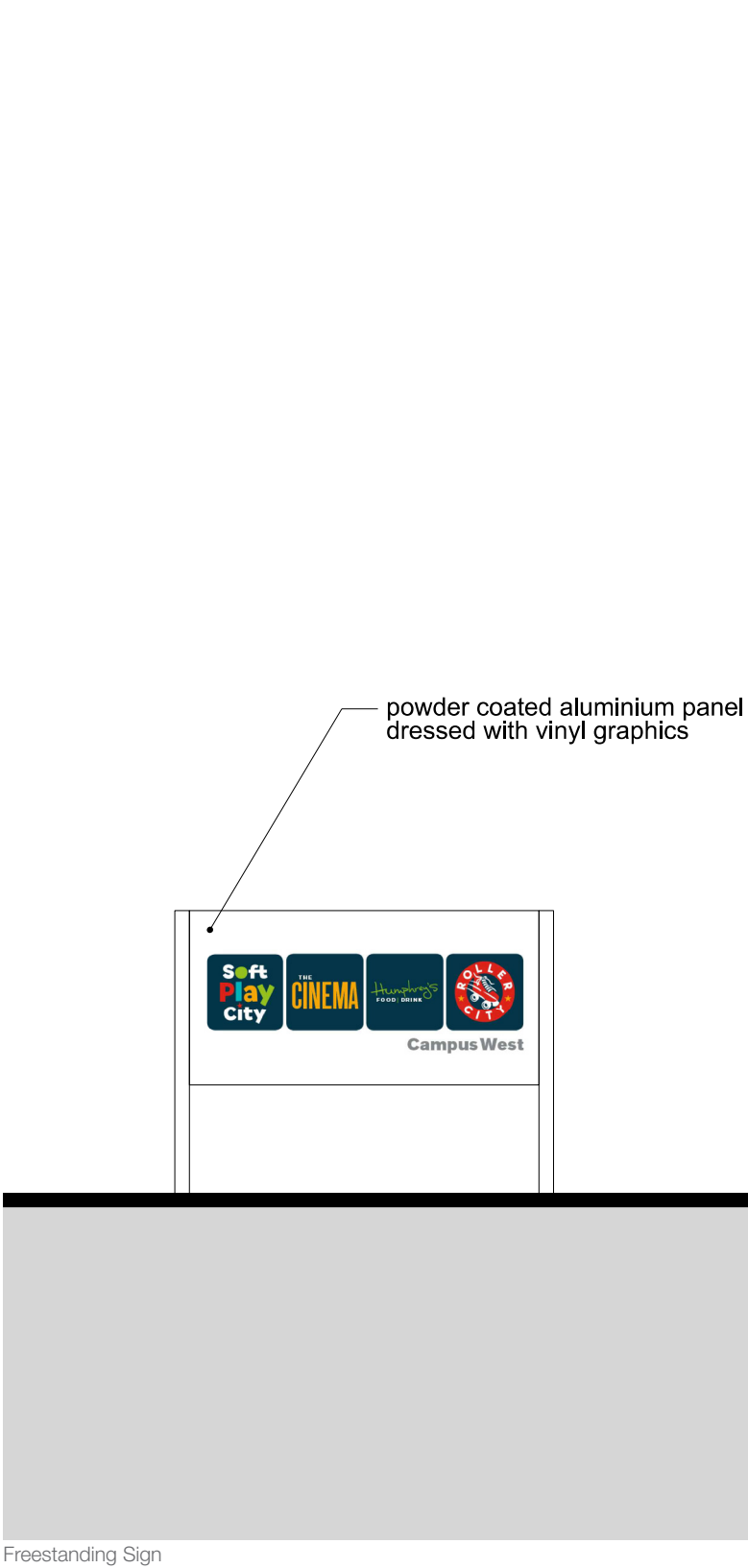
# Proposed Signage

## Freestanding and Main Building Signage

The new brand logos are featured together on every new signage element, providing a coherent identity and demonstration of the facilities within Campus West. The logos are all consistent in their shape, form and colours.

On the main building they will be formed of 4 square lightboxes with radius corners, internal LED lighting and digitally printed opal face panels. We feel this is appropriate for the building type and a good wayfinding device during darker opening hours and evening events.

The freestanding sign will be made of aluminium with high quality vinyl applied for the graphics.



## MILLIGAN KNIGHT ARCHITECTS

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