The Property:



Current status:

The site of the new J D Wetherspoon development is currently a trading shop specialising in a wide range of household products with residential properties to the two floors above.

Description of signage:

The hanging sign has been designed around the name given to the public house, that being The Denmead Queen. The Denmead Queen is specifically notable to Waterlooville owing to the Wadham Brothers, who established their business – initially a drapers but later specialising in coach building – in the town in the late 19th century and also produced this model, of which there were a number of iterations or variants in style, which ran regular services connecting Waterlooville to Portsmouth Town Hall until the mid-1930's.

In specific design terms this element of the proposal has evolved along two threads, those being a derivation from the iconic bus stop bus profile graphic and a detail seen every day almost everywhere around the UK and aspects of the Denmead Queen itself.

To make it specific to the development it has evolved into a side profile on a classic Denmead Queen bus, with raised lettering adding relief. The hanging arm's form comes from the same model and is taken from the surround of the radiator grille, specifically the curved top and vertical uprights.

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Description of signage (continued):

In order to add presence to the feature, the bus profiles are spaced off of the hanging arm by 50mm, the hanging arm itself proposed to be 100mm thick which offers a solid basis to the hanging sign.

In addition to the hanging sign, it is also proposed that a sign be erected on the rear elevation in order to advertise the establishment from all angles. This fascia sign takes as the basis of its design the overall shape of the radiator surround and by doing so provides two positive disassociations from traditional signage, those being the departure from a rectilinear format by way of the curved top and also through eschewing the predominant hierarchy of horizontal over vertical dimensioning.

Lettering for the shop front will be halo backlit – this being a popular method of illumination as it does not require overhanging trough lights or similar and all illumination is concealed within the letters themselves – and formed from the Art World MN font, this being selected due to the letterform's elegance which is distinctly reminiscent of signwriting and, taking into account the source of the establishment's name, it is quite fitting in terms of both its implied venerability and the associations one would naturally make thereon.

Standardised elements such as amenity boards and menu cabinets are a necessity for any establishment, however they too have benefitted from a holistic approach to their design. Specifically, the amenity board widens at the top, creating a trapezoid, and is also gently curved, this derived from the bonnet of the Denmead Queen. The menu cabinet retains a rectilinear format but is embellished by way of the deep crimson colour theme, polished to a high sheen, that is present throughout.

Amount:

The amount of signage proposed will not be excessive in terms of the size and scale of the building and its location and will go to serve only the purpose for which it is designed, that being to advertise the J D Wetherspoon establishment.

Layout:

The proposed signage will replace existing where possible but it will also be necessary to establish new positions for the required amount of advertising. Items such as amenity boards and menu cabinets will for example flank entrances whilst hanging signs and lettering will be fixed to the existing facades. Elements which illustrate the range and quality of J D Wetherspoon's brand – amenity boards and menu cabinets in other words – will be wall mounted and at a height where they can be recognised from afar and easily legible from close whilst standing. Upper case lettering will be used wherever possible and distinct colour changes will be employed to differentiate text from its background.

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Scale:

All elements of the signage proposal have been designed in order to satisfy the need for prominent advertising whilst also being receptive to the immediate architectural vernacular and the local advertising environment.

Appearance:

All elements of the signage proposal will be constructed from quality components and finishes, as specified by the appointed contractor. It is proposed that the hanging sign be constructed from polished metal for both the hanging arm and the profile, specifically a highly polished deep crimson – its relevance derived from historical studies of the area – for the Denmead Queen feature and stainless steel for the hanging arm.

The rear elevation sign will be constructed from folded dibond sheet with a timber capping in order to create a traditional appearance.

Amenity boards will also be subject to recommendations by the signage contractor, owing to the curvature proposed in its design. External trough light illumination will be added to ensure day-long visibility.

The menu cabinets are a standardised J D Wetherspoon item and feature a metal casing. Illumination is from the inside, ensuring that each unit is self-contained and not prone to vandalism.

Access:

Signage will be positioned in areas which advertise the establishment in the most effective manner. As already identified in the subheading 'Layout' this will mean that amenity boards and menu cabinets will flank entrances and be positioned at a reasonable height to enable visual recognition and legibility with uppercase text of a contrasting colour to the background used for visual clarity.

Other signage such as hanging signs and lettering will be placed at positions reasonable to their scale and purpose. Typically this will mean location well off of ground level to ensure no impingement on patrons or passers-by which will also serve to broadcast the name and position of the establishment from distance.

Additionally, all signage elements will be illuminated either internally or externally depending on their type, and to a level befitting their use and position. Typically this is illustrated as a value of 250cd/m for amenity boards and hanging signs, 150cd/m for menu cabinets and 400cd/m for lettering.