



Signage Strategy

Former RAF Upper Heyford

Heyford Park

Strategy Submission re: Condition 38 of
Planning Permission 10/01642/OUT

January 2020

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01 Introduction / Background

The need to promote a Signage Strategy is set out within Condition 38 of outline planning permission reference 10/01642/OUT for a new settlement of 1075 dwellings including the retention and change of use 267 existing military dwellings to residential use Class C3 and the change of use of other specified buildings, together with associated works and facilities, including employment uses, a school, playing fields and other physical and social infrastructure. The condition reads as follows:

“No signs or advertisements shall be erected on any buildings unless a signage strategy has previously been submitted to and agreed in writing by the Local Planning Authority. Any proposed signage shall comply with the terms of the signage strategy.”

The aim of this strategy is to provide the basis for the future signage and to establish a clear set of guidelines for implementation.

All new signage shall be developed in conjunction with the Design Code for the new settlement area, which has been produced in accordance with condition 8 of this planning permission.

Advertisement Consent applications may be required for any new signage to be erected and this should be confirmed with the Local Planning Authority prior to the installation of any new signage.

For the avoidance of doubt, this strategy applies to the settlement area.



02 Existing Signage

The present signage on site falls into two main categories, these are: -

Military Historic Signage

These are the remains from the former US military occupation of the site. It forms a highly unified appearance commensurate with the character of the Conservation Area. Lack of maintenance and reuse of the signs in a non-military style by current occupiers of buildings have resulted in the degradation of some of this signage and the unified appearance.

It is envisaged that existing military historic signage will be retained in situ and will be repaired and maintained where appropriate in order to maintain the special character of the Cold War Conservation Area.

Post Military Occupation

These are in a variety of house colours and styles, dependent on the individual occupiers. The standard maintenance of the signage varies considerably and in certain areas these are no longer required and are now redundant.

With regard to the existing signage, where this has been erected after the closure of the Air Base in 1994 (and therefore not classed as historic) and where this does not confirm with the requirements of this Strategy, such signage will be removed within 12 months of the date of the approval of this Strategy.

Examples of both are illustrated below.

Historic Military Signage

Examples



Post Military Occupation

Examples



03 Objectives

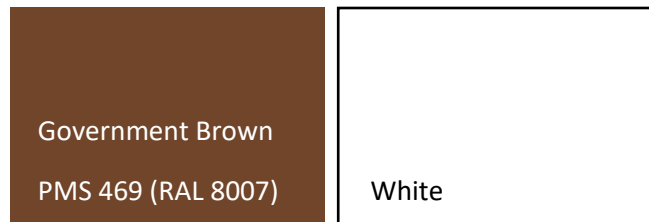
1. Establish an appropriate design strategy which is clear and legible;
2. Maintain and Protect the Cold War Conservation Area's character and Appearance; and
3. Establish clear design principles which can provide a template for future use

04 Design Principles

All existing military signage will remain to the north of Camp Road. To the south of Camp Road, existing military signage will be retained in appropriate locations (e.g. adjacent to retained military buildings). The design principles outlined below relate to these areas only. These principles include confirmation of:

Colour Palette

Two colours (including white) make up the 'Military Conservation' palette; these are specified according to the Pantone system and are based on the US Air Force colour standards. They have been selected to provide a replica of the US signage system.



The contrast of colours makes them easily legible in bright daylight, dull daylight and under street lighting at night.

The use of this colour palette allows direct replication of the historic signage, which was characteristic of the ordered military nature of the site during US occupation.

The simple combination of colours provides the basis from which a corporate and brand identity, which recognises the historic nature of Former RAF Upper Heyford, can be identified.

Font

The chosen font for this signage shall be Helvetica.

It is considered that Helvetica reflects the robust and straightforward character of the area. Helvetica medium and Helvetica regular are the principle approved fonts used on the US Air Force signage.

This is a highly legible and robust and robust font which fits well within the design constraints set out within this Strategy. The letter forms appear simple and clean, confident and contemporary. It is highly flexible in application and scales.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !\$£%&

Design/Siting of Signage

This strategy comprises of a family of three sign types, utilised in the following way:

Freestanding Occupier Signs:

- Positioned at the primary entrance to a localised area often relating to a specific building;
- Should be visible from the main vehicular access when approaching;
- If possible, should be parallel to the main vehicular access;
- It should be clearly visible from the dominant direction of travel.
- Dimensions: Height 2.08m x 1.21m wide. The identifier sign within the frame would have a height of 750mm x 1050mm wide (see signage diagram);
- The occupier logo should cover no more than 25% of the sign;
- Where there is existing freestanding signage from the Cold War era, and this is in accordance with this Strategy, an additional panel should be added below the existing frame to show the new occupier logo and text, in order to minimise the amount of additional freestanding signage.

Building Mounted Signs

- Located on the primary frontage of the building for clear identification;
- Should be visible from the main vehicular access when approaching;
- It should be clearly visible from the dominant direction of travel;
- Dimensions: Height 750mm x 1050mm wide (see signage diagram); and
- The occupier logo should cover no more than 25% of the sign.

Building Number Sign

- Located on the primary frontage of the building for clear identification;
- Dimensions: Height 200mm x 450mm wide (see signage diagram); and
- All existing building number signage would remain in situ, although depending on the location and relative weathering of the infrastructure, the individual signage may require new paint and decals applied as the building becomes occupied.

Siting

Siting principles would entail that any part of the sign above ground level should be set back a minimum of 600mm from the pavement/kerb edge. If located on a roadside the sign should not cause reflective glare from car headlights (a low-level sign directly perpendicular to the road may cause this effect).

Building mounted signs and Building Number Signs should be affixed to the building/structure at a height consistent with the historic signage in place throughout the Flying Field.

Materials

Frame: Steel box sections (brown to match existing).

Panels/ Building Mounted Signage: Standard brown base on mild steel/aluminium panels with white letters and numbers or other materials as proved.

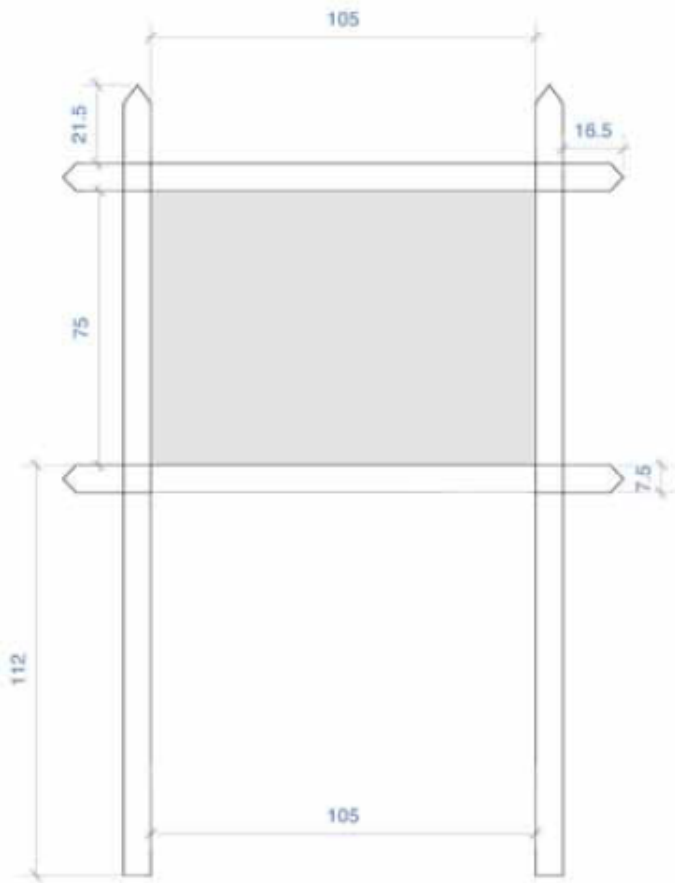
Box signage is not appropriate on the Flying Field.

Illumination

The 'External Lighting Strategy' sets out guidance on acceptable forms of external lighting provision across the Flying Field and therefore will apply to any external illumination in relation to signage.

Internally or externally illuminated signage is not acceptable.

Signage Diagram



Single Occupier Sign



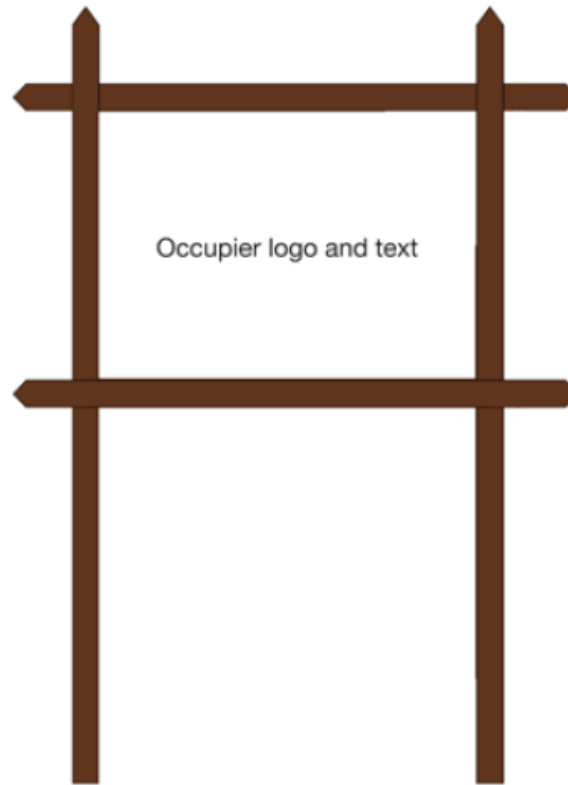
Building Mounted Sign



Building Number Identifier

Note: All measurements in cm

Indicative Representation



Single Occupier Sign



Building Mounted Sign

[the occupier logo should cover no more than 25% of the sign]



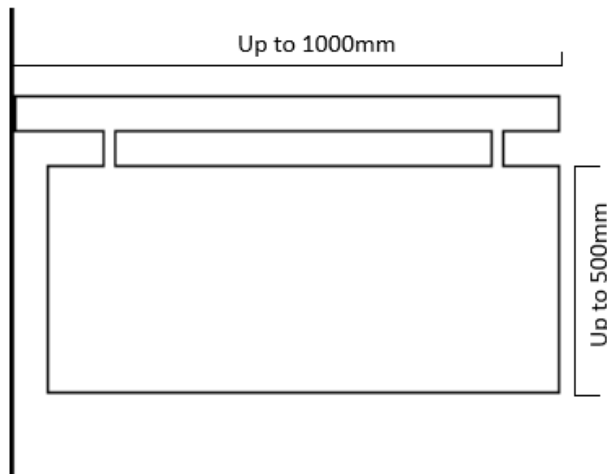
Building Number Identifier

05 The Village Centre

The Village Centre at Heyford Park is a new development comprising of retail units, a heritage centre and residential apartments. The signage needs to reflect the location as the vibrant heart of the new settlement area.

The colour pallet and font of the signage will need to conform to the branding of the individual occupiers to ensure easy recognition.

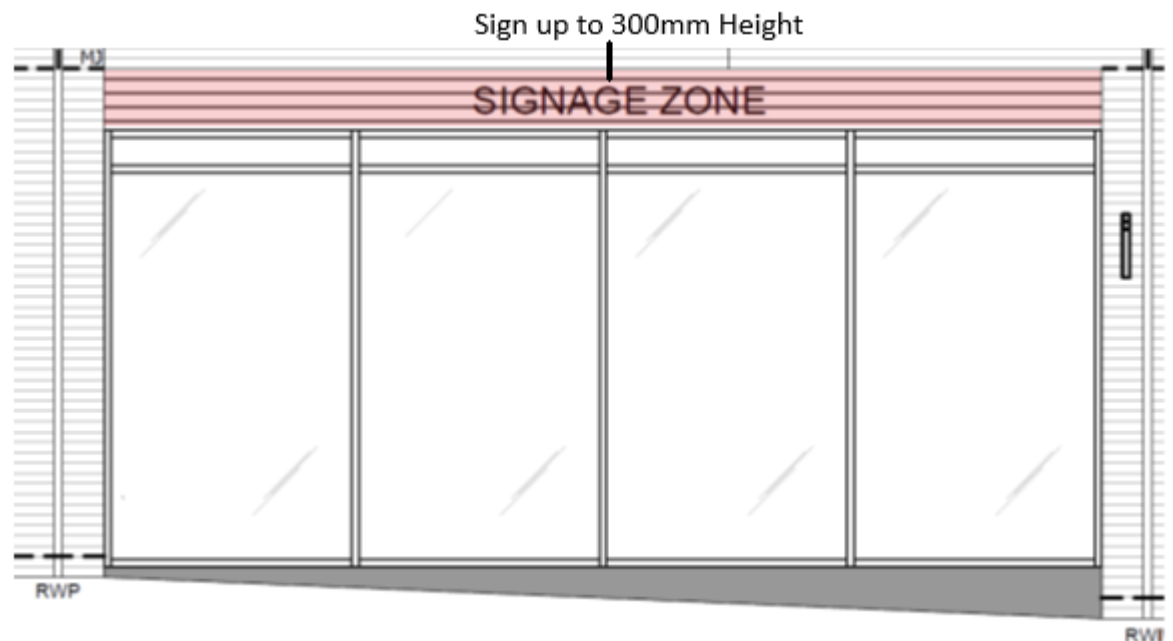
All occupiers of the Village Centre will need to conform to this Signage Strategy.



Design/Siting

Within the Village Centre each retail unit is provided with:

- A Hanging sign rail to which a projecting sign which has a height of up to 500mm x 1000mm wide can be fixed by the occupier.
- There is a 450mm high window head in which the main signage should be sited on the shop fronts.
- Support frames and back of signage are to match the window heads in colour and must not protrude past the soffits.
- Signage to be 3D letters up to 300mm high and fixed to window heads/ louvres.

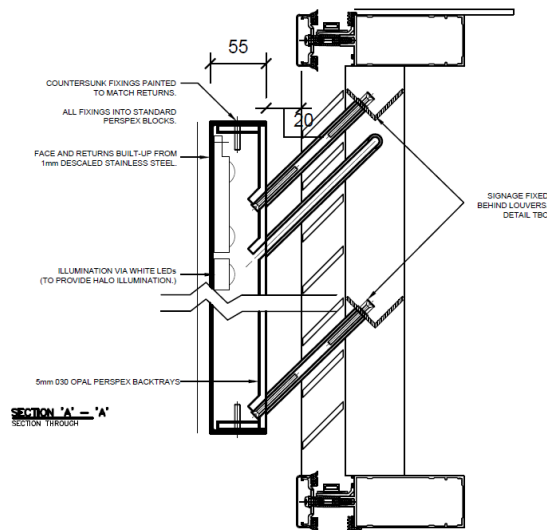


Materials/Illumination

Illumination of the window head signage will be allowed, in accordance with the below:

- Illumination not to exceed 210 Candelas per square meter
- Illumination to be static.

The main signage on the window head is to be made of aluminium 3D letter. Signage in the shop frontages are to be internally applied vinyl. Building mounted signage is to be steel or aluminium panels. Projected signs are to be aluminium.



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SIGNAGE DETAIL SECTION - LUMINANCE LEVEL 204 cd/m²

STATIC