

Brighton Dome

BH2022/02872

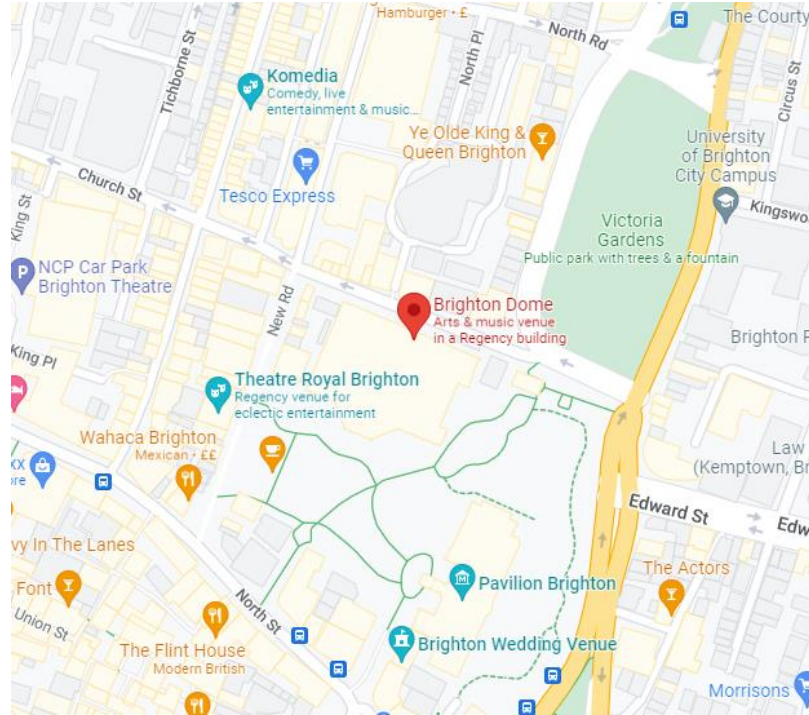


Brighton & Hove
City Council

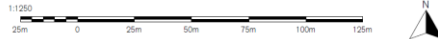
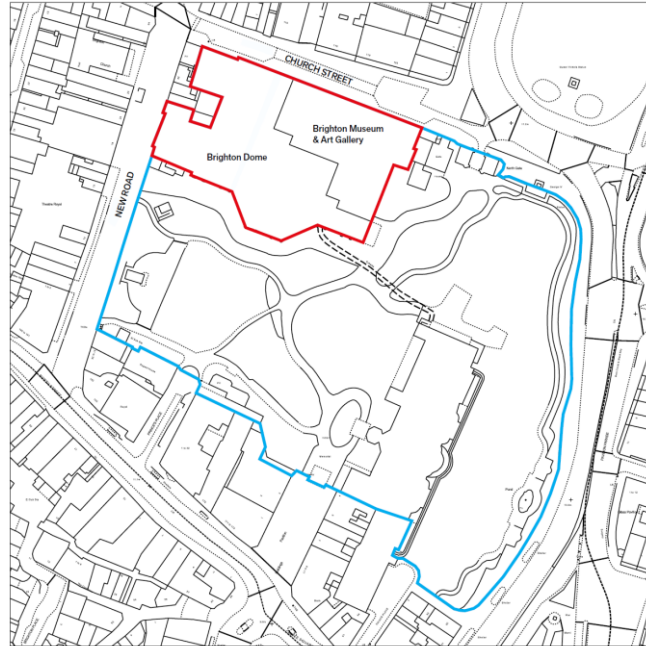
Application Description

- Display of 7no non-illuminated banner signs, 2no externally illuminated banner signs, 2no non-illuminated hanging logo signs, 2no externally illuminated building identification fascia signs, 1no externally illuminated vinyl lettering fascia sign, 1no non-illuminated wall mounted map sign, 2no non-illuminated wall mounted panel signs, 10no externally illuminated poster frame signs, 5no non-illuminated operational signs, 2no externally illuminated brand identifier fascia signs and 2no non-illuminated information panel menu board signs.

Map of application site



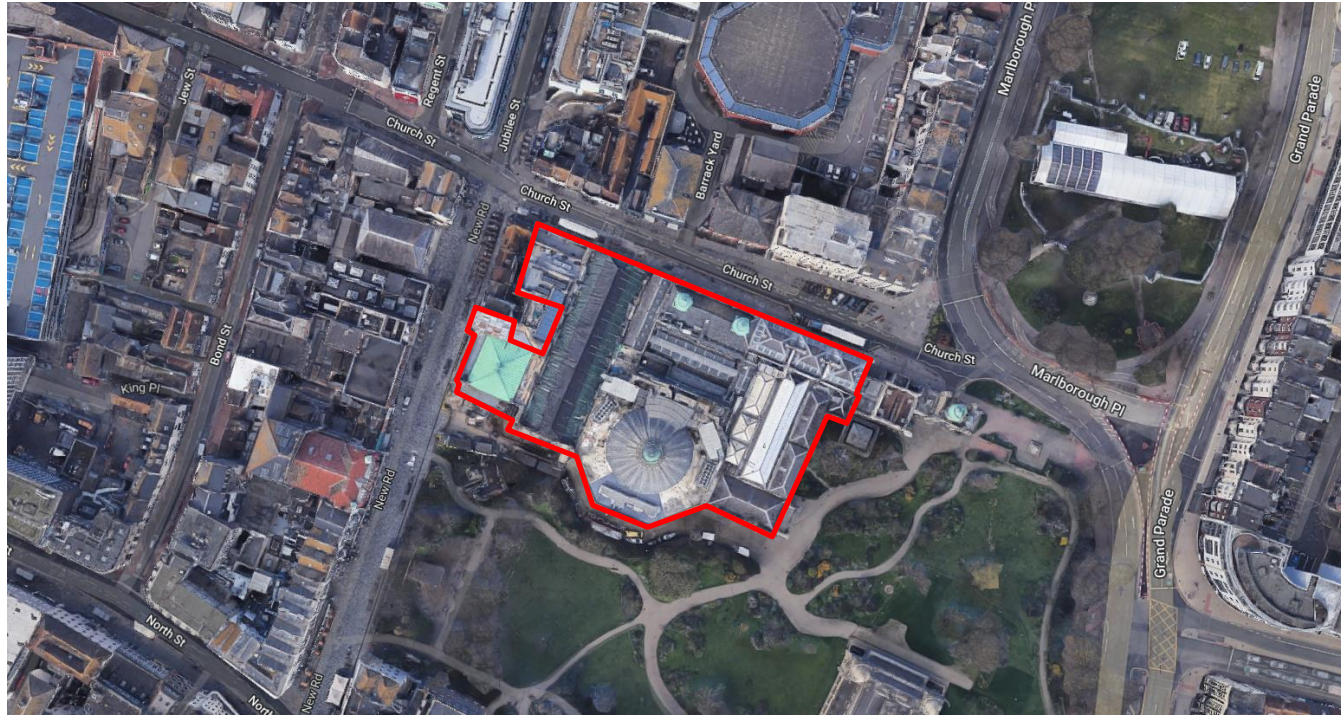
Existing Location Plan



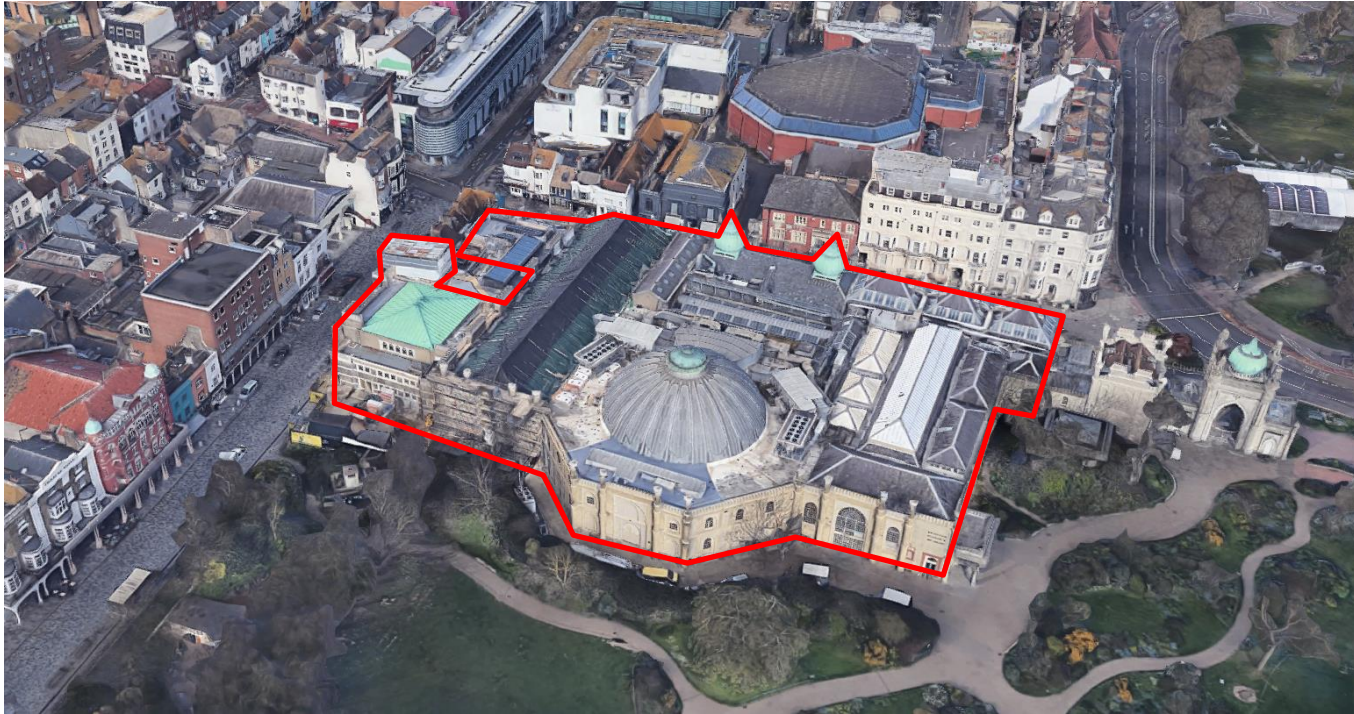
106

ID

Aerial photo(s) of site



3D Aerial photo of site



108

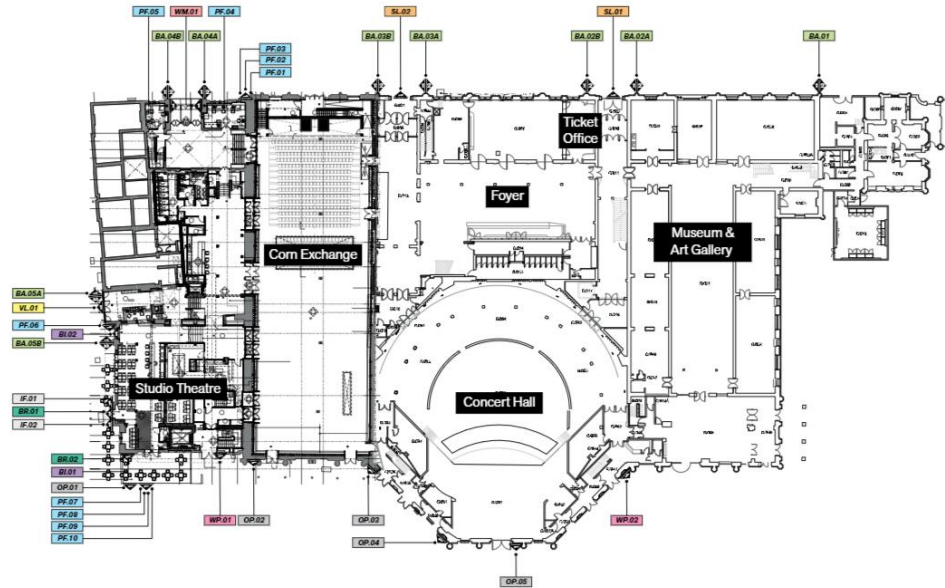
Street photo(s) of site – Church Street



Other photo(s) of site – New Road



Proposed Block Plan

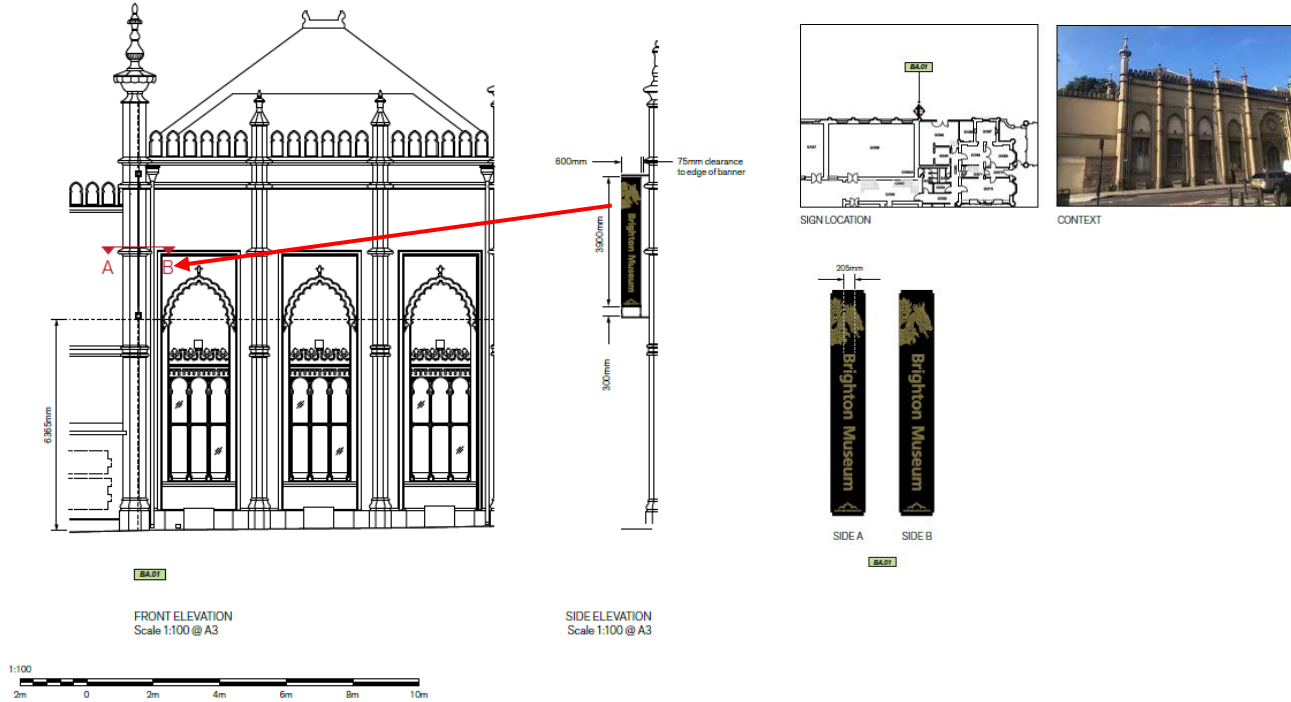


- Key
- Single sided sign location and the direction the sign is facing
 - Double sided sign location and the direction the sign is facing
- BRIGHTON DOME
- BA.01 Barner sign code
 - SL.01 Suspended sign code
 - BL.01 Building identifier code
 - VL.01 Vertical hanging code
 - WM.01 Wall mounted sign code
 - WP.01 Wall panel sign code
 - PF.01 Poster frame code
 - OP.01 Operational sign code
- RED ROOSTER
- BR.01 Brand identifier code
 - IF.01 Information panel
- sign number
 - sign type code

111

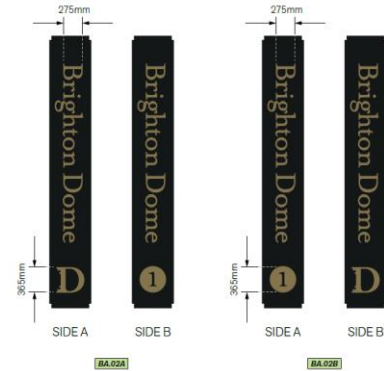
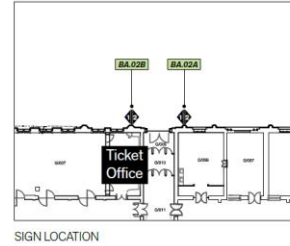
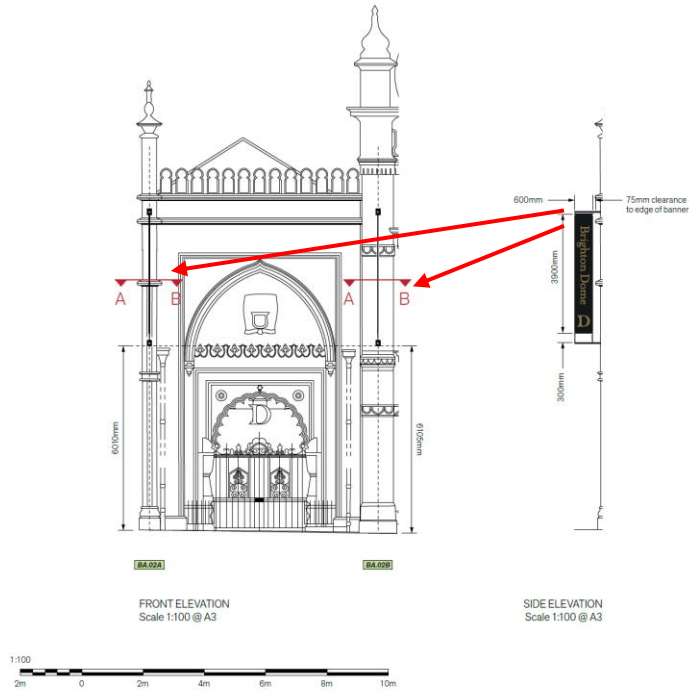
External Banner Location – Church St

112

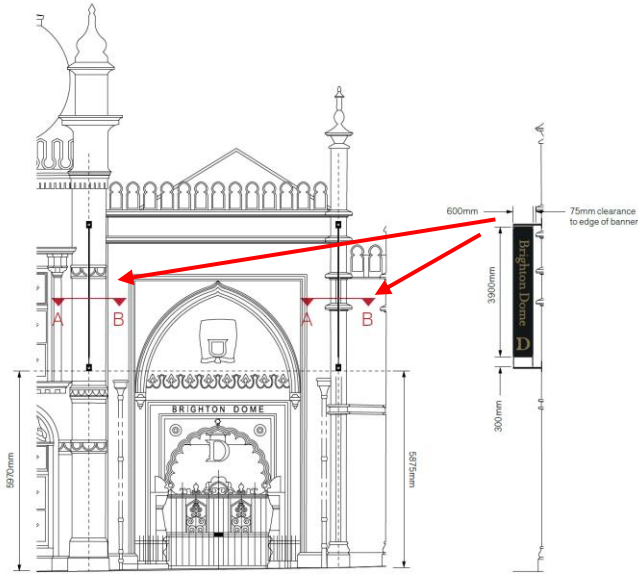


External Banner Location – Church St

113

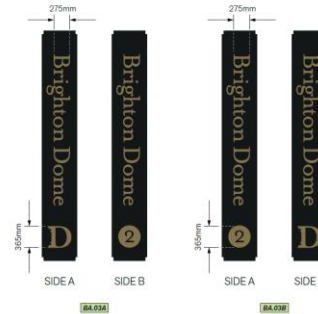
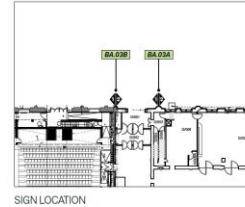


External Banner Location – Church St



FRONT ELEVATION
Scale 1:100 @ A3

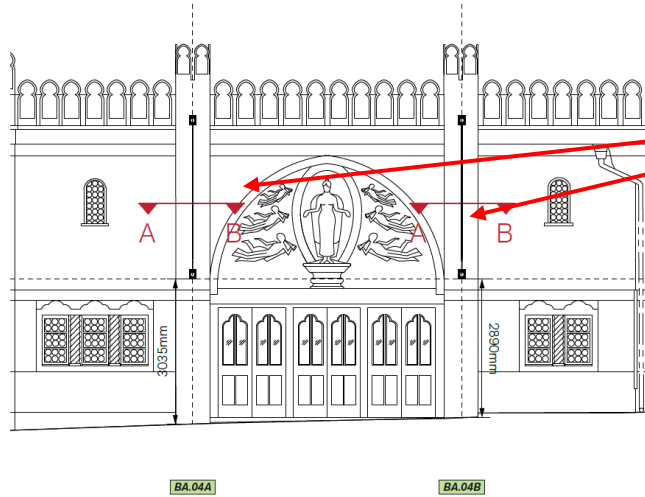
SIDE ELEVATION
Scale 1:100 @ A3



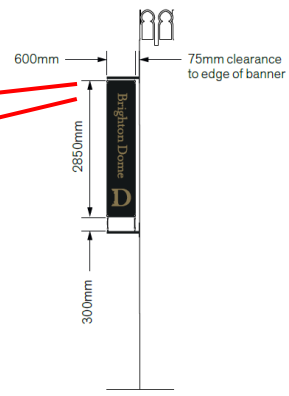
114



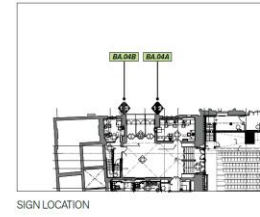
External Banner Location – Church St



FRONT ELEVATION
Scale 1:100 @ A3



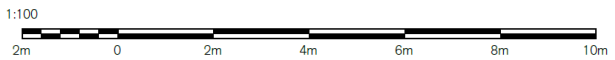
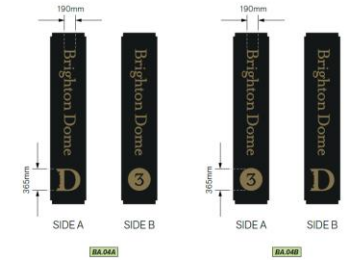
SIDE ELEVATION
Scale 1:100 @ A3



SIGN LOCATION



CONTEXT

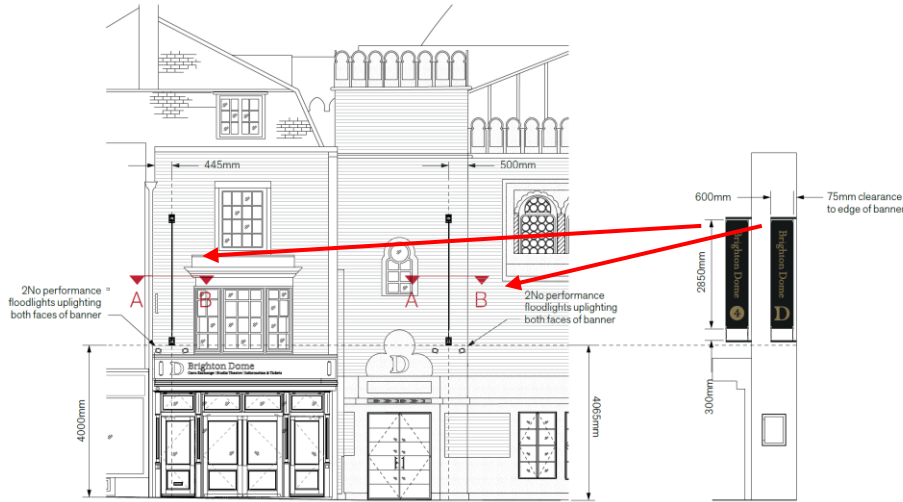


115

BA.04

External Banner Location – New Road

116

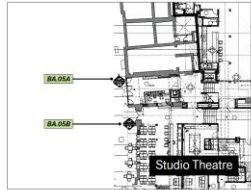
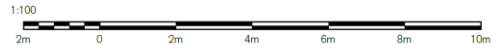


BA.05A

BA.05B

FRONT ELEVATION
Scale 1:100 @ A3

SIDE ELEVATION
Scale 1:100 @ A3



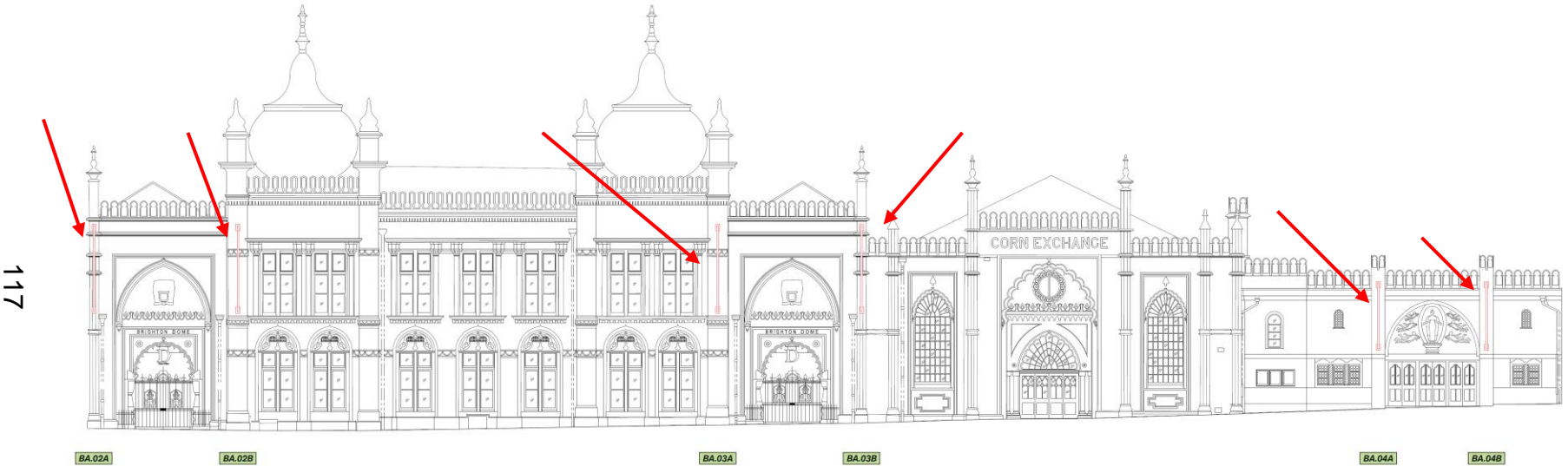
SIGN LOCATION



CONTEXT



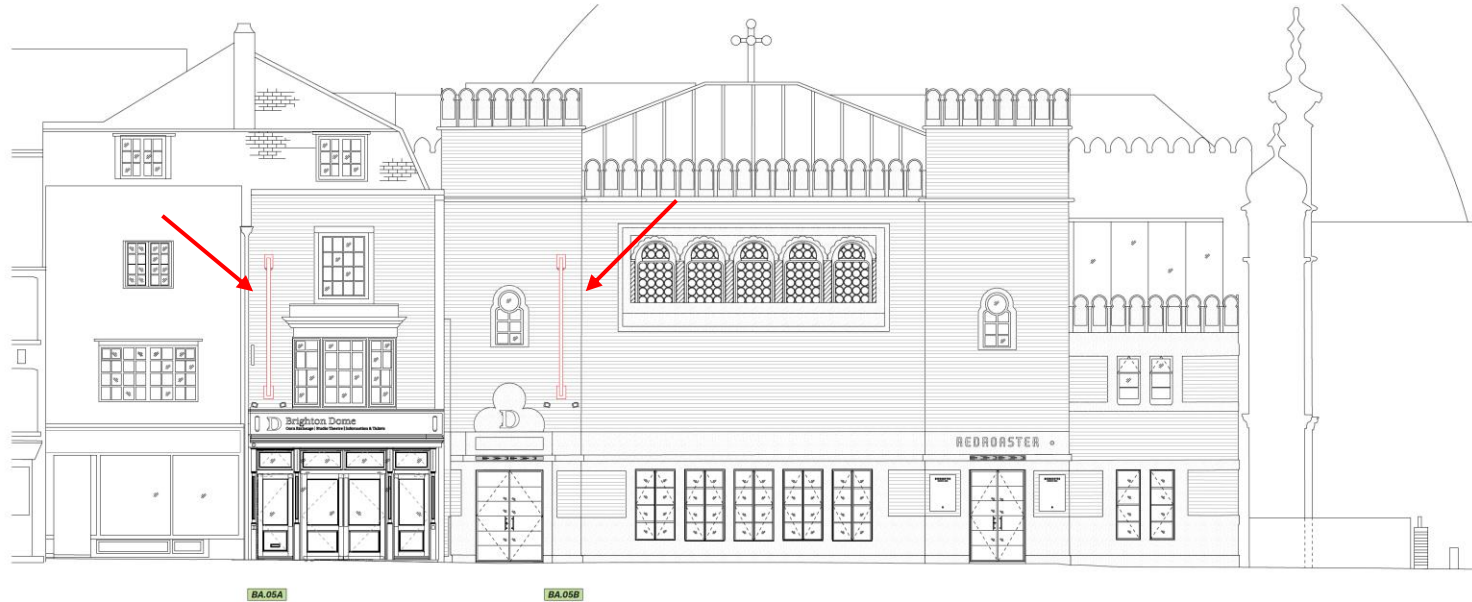
North Elevation Banner Locations – Church St



NORTH ELEVATION - Existing banners BA.02 – BA.04 to be updated
Scale 1:200 @ A3

BA.02 – BA.04

West Elevation Banner Locations – New Road



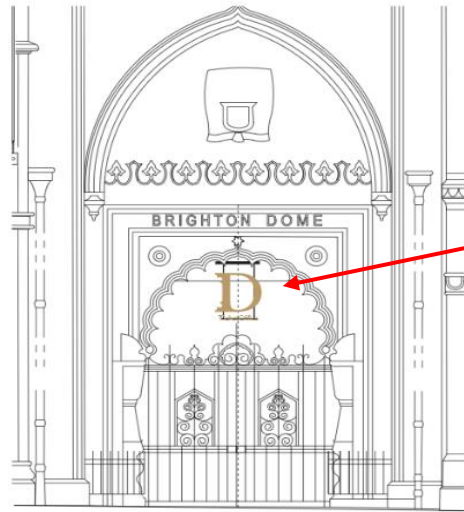
WEST ELEVATION - Additional banner locations
Scale 1:100 @ A3



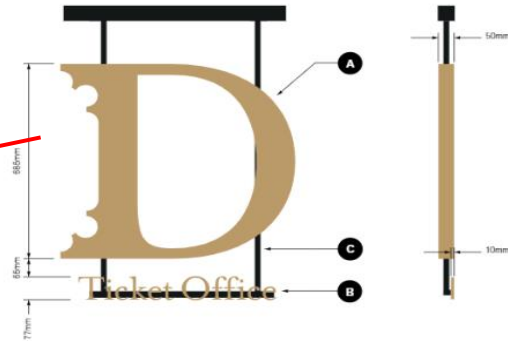
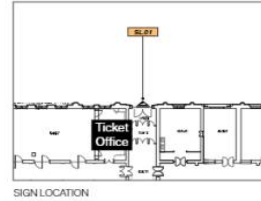
118

Signage Details – Church St

Suspended Logo SL.01



FRONT ELEVATION
Scale 1:50 @ A3



Specification

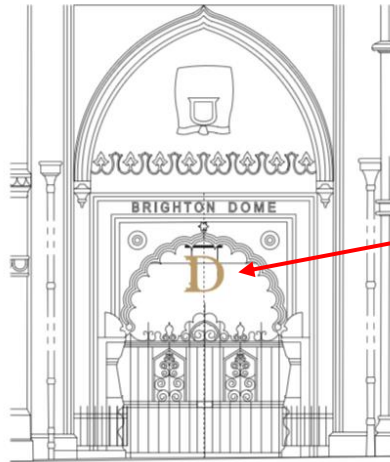
- A** 88mm (h) x 50mm (d) fabricated aluminium 'D' stove enamelled gold on all sides to match Pantone 871C, satin finish.
- B** 77mm (h) x 10mm (d) laser cut aluminium lettering stove enamelled gold to match Pantone 871C, satin finish.
- C** Square section aluminium rails stove enamelled 100% black, satin finish. Square section suspension rods stove enamelled 100% black satin finish.

Ceiling fitting bolted to suspension fibreglass ceiling. Fitting allows suspension rods to be removed.

Quantity: 1
Scale 1:10 @ A3

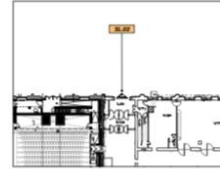
Signage Details – Church St

Suspended Logo SL.02



SL.02

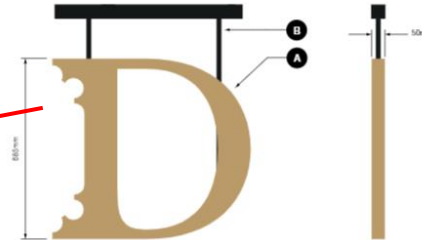
FRONT ELEVATION
Scale 1:50 @ A3



SIGN LOCATION



CONTEXT



- A** Specification
605mm (h) x 50mm (d) fabricated aluminium 'D' shape enamelled gold on all sides to match Pantone 871C, satin finish.
- B** Square section aluminium rails shape enamelled 100% black, satin finish. Square section suspension rods shape enamelled 100% black satin finish.

Ceiling fitting bolted to suspension fibreglass ceiling. Fitting allows suspension rods to be removed.

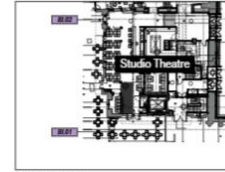
Quantity: 1
Scale: 1:10 @ A3

Signage Details – New Road

Building Identification BI.01



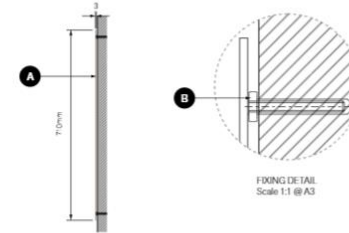
FRONT ELEVATION
Scale 1:50 @ A3



SIGN LOCATION



CONTEXT



FIXING DETAIL
Scale 1:1 @ A3

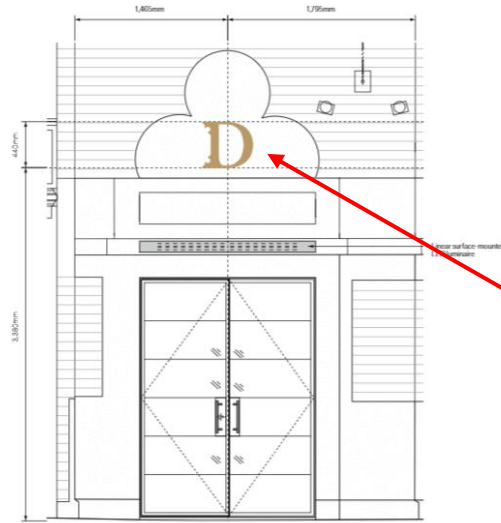
Specification

- A** 3mm thick aluminium letters stove enamelled gold to match Pantone 871C, satin finish.
- B** Letters fitted with M4 welded studs to rear for grouting into existing stone background. 5mm thick rubber washers to be fitted over the rear studs to take up any gaps between the uneven surface when applying.
- C** Lettering to be remotely illuminated by Kalypto RGB HD IP67 linear surface mounted LED luminaire. Please refer to Appendix B for full specification.

SIDE ELEVATION
Scale 1:30 @ A3

Signage Details – New Road

Building Identification BI.02



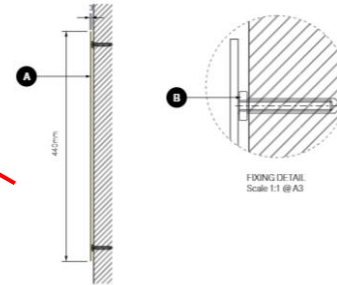
FRONT ELEVATION
Scale 1:25 @ A3



SIGN LOCATION



CONTEXT



FIXING DETAIL
Scale 1:1 @ A3

- Specification**
- A** 3mm thick aluminium letters slant enamelled gold to match Pantone 871C, satin finish.
 - B** Letters fitted with M4 welded studs to rear for grouting into existing stone background. 5mm thick rubber washers to be fitted over the rear studs to take up any gaps between the uneven surface when applying.
 - C** Lettering to be remotely illuminated by Kalypro RGB140 EP67 linear surface mounted LED luminaire. Please refer to Appendix B for full specification.

SIDE ELEVATION
Scale 1:10 @ A3



Signage Details – New Road

Vinyl Lettering VL.01



VL.01

FRONT ELEVATION
Scale 1:50 @ A3



SIGN LOCATION



CONTEXT



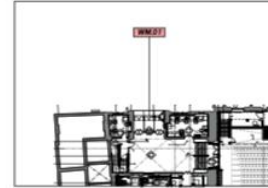
- Specification**
- A** Must sealed printed vinyl (external grade) to match Maclic 9879-00, surface applied to facade.
 - B** Lettering remotely lit by 2No Davey pillar offset wall lights. Please refer to Appendix C for full specification.

Quantity: 1
Scale 1:20 @ A3

Signage Details – Church St

Wall Mounted Map WM.01

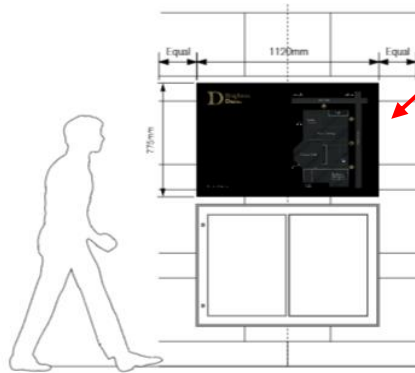
MAP GRAPHICS
INDICATIVE ONLY



SIGN LOCATION

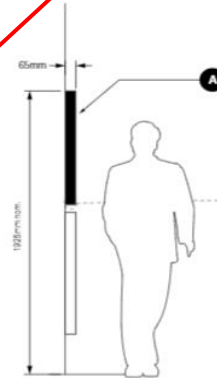


CONTEXT



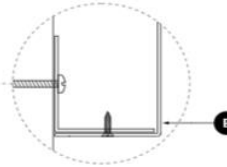
WM.01

FRONT ELEVATION
Scale 1:20 @ A3



SIDE ELEVATION
Scale 1:20 @ A3

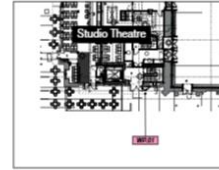
FIXING DETAIL
Scale 1:2 @ A3



- Specification**
1,120mm (w) x 775mm (h) x 65mm (d) folded aluminium tray sleeve enameled black (100%).
- A** 65mm wide aluminium tray sleeve enameled black (100%).
 - B** Tray to sleeve over 65mm x 65mm concealed fixing rails along top and bottom edges, mechanically secured with tamper proof countersunk fixings.
 - C** 1,120mm (w) x 775mm (h) 7-10 year life, external grade vinyl graphics surface applied to face.
- Quantity: 1

Signage Details – Private Road/South Elevation

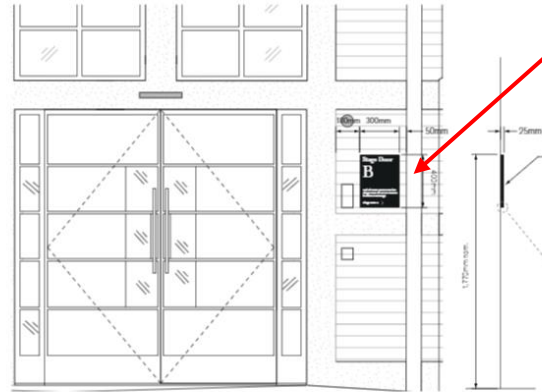
Wall Mounted Panel WP.01



SIGN LOCATION



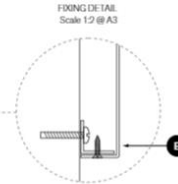
CONTEXT



WP.01

FRONT ELEVATION
Scale 1:20 @ A3

SIDE ELEVATION
Scale 1:20 @ A3

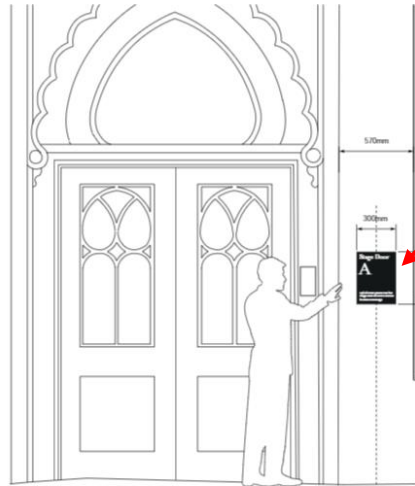


FRONT DETAIL
Scale 1:2 @ A3

- Specification**
- A** 300mm (w) x 400mm (h) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - B** Tray to sleeve over 25mm x 25mm concealed fixing rails along top and bottom edges, mechanically secured with tamper proof countersunk fixings.
 - C** 300mm (w) x 400mm (h) 7.10 year life, external grade vinyl graphics surface applied to face.
- Quantity: 1

Signage Details - Private Road/South Elevation

Wall Mounted Panel WP.02



FRONT ELEVATION
Scale 1:20 @ A3

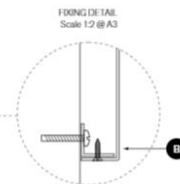


SIGN LOCATION

CONTEXT



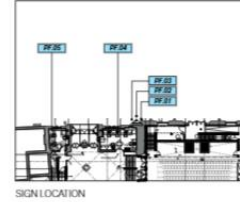
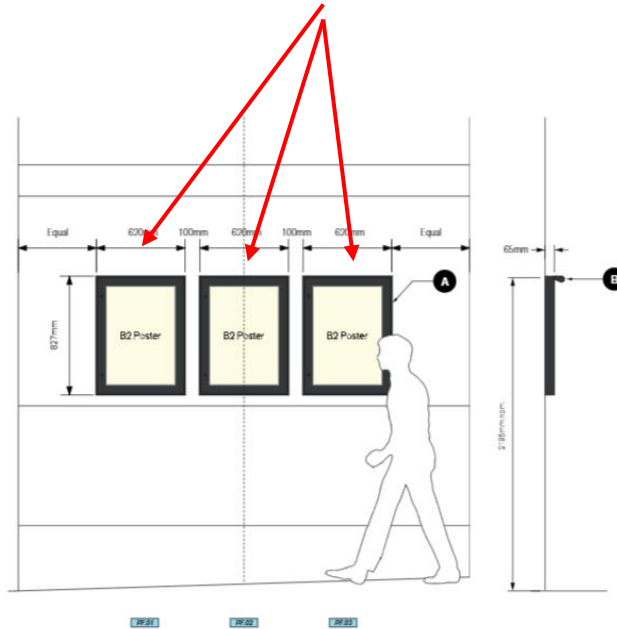
SIDE ELEVATION
Scale 1:20 @ A3



- Specification**
300mm (w) x 400mm (h) x 25mm (d) folded aluminium tray stove enamelled black (100%).
- A** 300mm (w) x 400mm (h) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - B** Tray to sleeve over 25mm x 25mm concealed fixing rails along top and bottom edges, mechanically secured with tamper proof countersunk fixings.
 - C** 300mm (w) x 400mm (h) 10 year life, external grade vinyl graphics surface applied to face.
- Quantity: 1

Signage Details – Church St

Poster Frame PF.01–PF.03



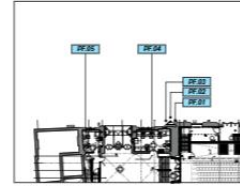
Specification

- A** 620mm (w) x 827mm (h) x 65mm (t) fabricated aluminium poster frame cabinet with side hinged toughened glass covers. Colour to match RAL 7016 semi gloss. Wall mounted to brickwork through internal back plate using concealed screw fixings.
- B** Solar Boom top lit illumination, mounted to frame using concealed screw fixings. Colour to match RAL 7016 anodised. Please refer to Appendix D for full specification.

Quantity: 3

Signage Details – Church St

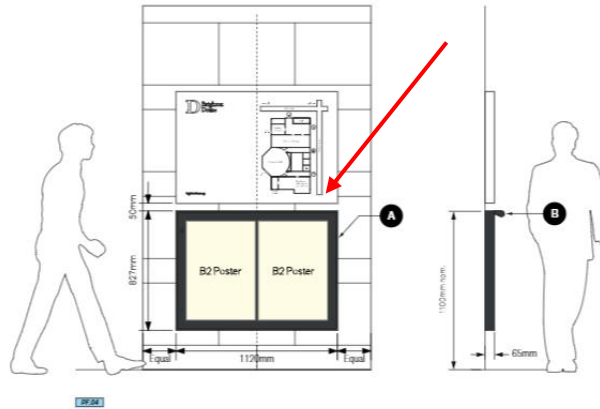
Poster Frame PF.04



SIGN LOCATION



CONTEXT



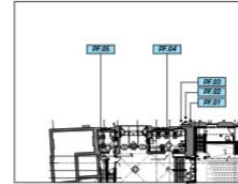
Specification

- A** 1120mm (w) x 827mm (h) x 65mm (d) fabricated aluminium poster frame cabinet with side hinged toughened glass covers. Colour to match RAL 7016 semi gloss. Wall mounted to brickwork through internal back-plate using concealed screw fixings.
- B** Solar Room top III illumination, mounted to frame using concealed screw fixings. Colour to match RAL 7016 anodised. Please refer to Appendix D for full specification.

Quantity: 1

Signage Details – Church St

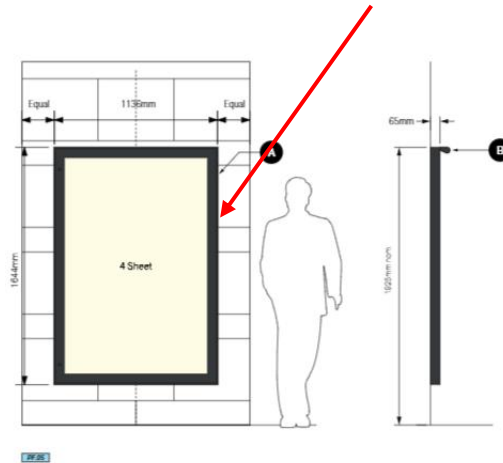
Poster Frame PF.05



SIGN LOCATION



CONTEXT



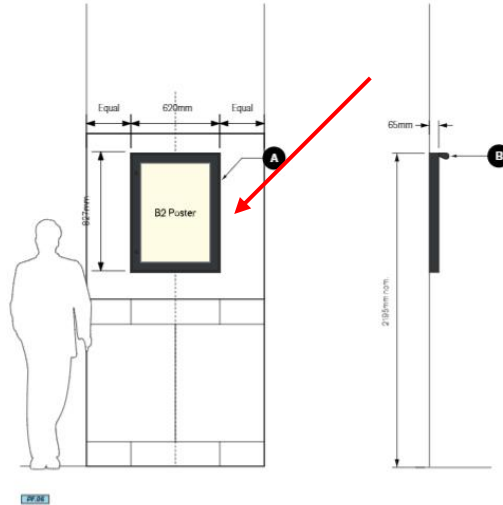
Specification

- A** 1132mm (w) x 1644mm (h) x 65mm (d) fabricated aluminium poster frame cabinet with side hinged toughened glass covers. Colour to match RAL 7016 semi gloss. Wall mounted to brickwork through internal back plate using concealed screw fixings.
- B** Solar Boom top lit illumination, mounted to frame using concealed screw fixings. Colour to match RAL 7016 anodised. Please refer to Appendix D for full specification.

Quantity: 1

Signage Details – New Road

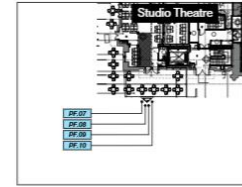
Poster Frame PF.06



- Specification**
- A** 620mm (w) x 827mm (h) x 65mm (d) fabricated aluminium poster frame cabinet with side hinged toughened glass covers. Colour to match RAL 7016 semi gloss. Wall mounted to brickwork through internal back plate using concealed screw fixings.
 - B** Solar Boom top lit illumination, mounted to frame using concealed screw fixings. Colour to match RAL 7016 anodised. Please refer to Appendix D for full specification.
- Quantity: 1

Signage Details – Private Road/South Elevation

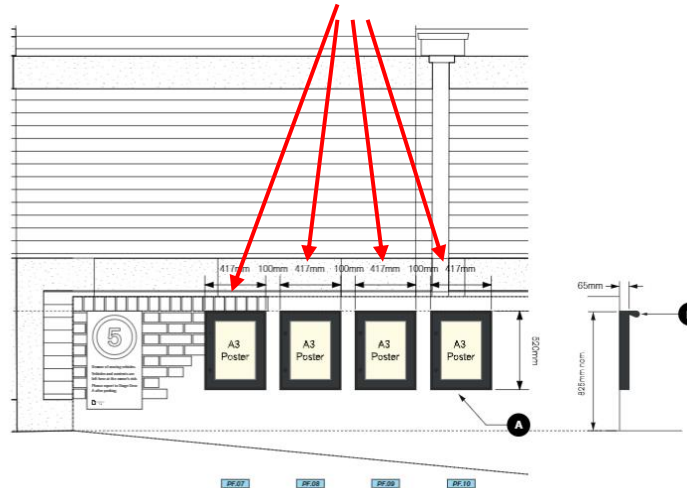
Poster Frame PF.07 – PF.10



SIGN LOCATION



CONTEXT



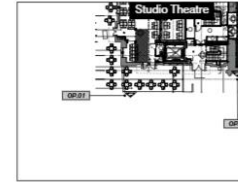
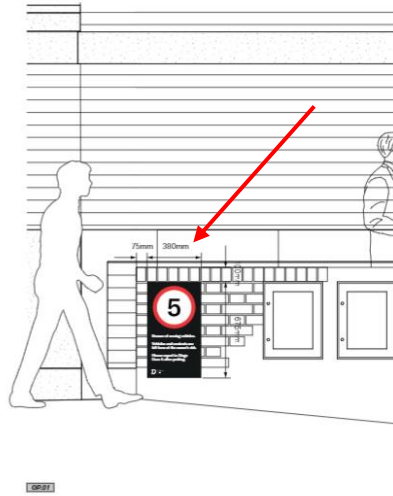
Specification

- A** 417mm (w) x 520mm (h) x 65mm (d) fabricated aluminium poster frame cabinet with side hinged toughened glass covers. Colour to match RAL 7016 semi gloss. Wall mounted to brickwork through internal back plate using concealed screw fixings.
- B** Solar Boom top fit illumination, mounted to frame using concealed screw fixings. Colour to match RAL 7016 anodised. Please refer to Appendix D for full specification.

Quantity: 4

Signage Details – Private Road/South Elevation

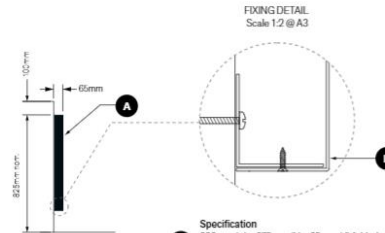
Operational Sign OP.01



SIGN LOCATION



CONTEXT

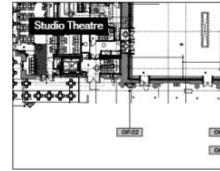


FIXING DETAIL
Scale 1:2 @ A3

- Specification**
380mm (w) x 675mm (h) x 65mm (d) folded aluminium tray stove enamelled black (100%).
- A** 380mm (w) x 675mm (h) x 65mm (d) folded aluminium tray stove enamelled black (100%).
 - B** Tray to sleeve over 65mm x 65mm concealed fixing rails along top and bottom edges, mechanically secured with tamper proof countersunk fixings. 380mm x 675mm 7-10 year life, external grade vinyl graphics surface applied to face.
- Quantity: 1

Signage Details – Private Road/South Elevation

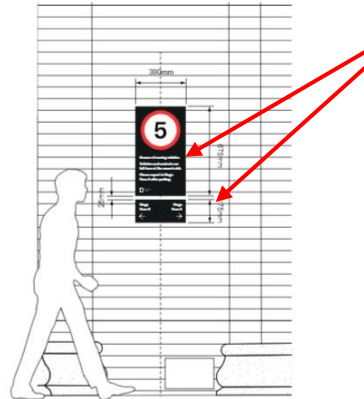
Operational Sign OP.02



SIGN LOCATION

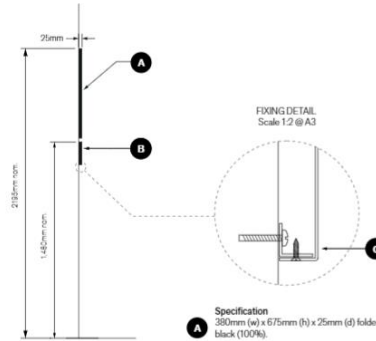


CONTEXT



OP.02

FRONT ELEVATION
Scale 1:20 @ A3



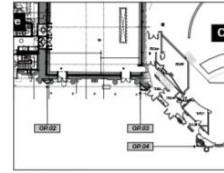
SIDE ELEVATION
Scale 1:20 @ A3

- Specification**
- A** 380mm (w) x 675mm (h) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - B** 380mm (w) x 175mm (h) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - C** Tray to sleeve over 25mm x 25mm concealed fixing rails along top and bottom edges, mechanically secured with tamper proof countersunk fixings. 7-30 year life, external grade vinyl graphics surface applied to face.

Quantity: 1 of each

Signage Details – Private Road/South Elevation

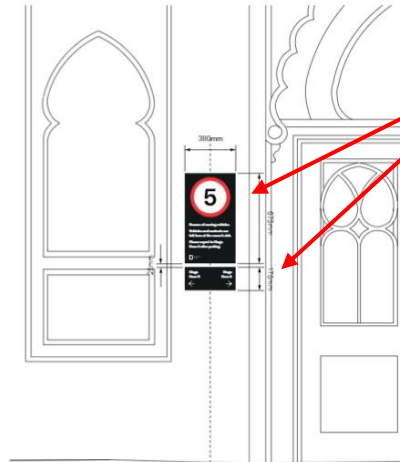
Operational Sign **OP.03**



SIGN LOCATION

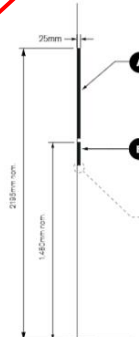


CONTEXT

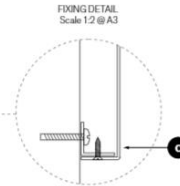


DRAW

FRONT ELEVATION
Scale 1:20 @ A3



SIDE ELEVATION
Scale 1:20 @ A3

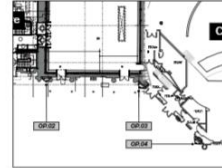


FIXING DETAIL
Scale 1:2 @ A3

- Specification**
- A** 380mm (w) x 675mm (h) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - B** 380mm (w) x 175mm (h) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - C** Tray to sleeve over 25mm x 25mm concealed fixing rails along top and bottom edges, mechanically secured with tamper proof countersunk fixings. 7-10 year life, external grade vinyl graphics surface applied to face.
- Quantity: 1 of each

Signage Details - Private Road/South Elevation

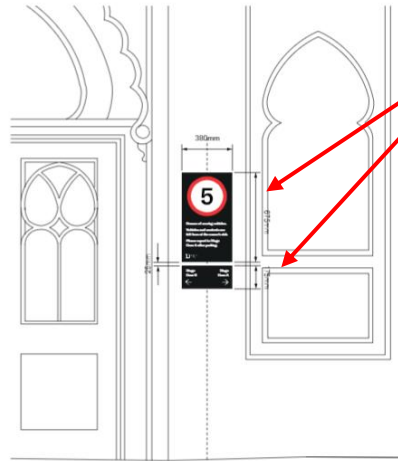
Operational Sign OP.04



SIGN LOCATION

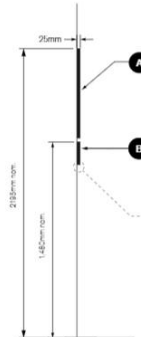


CONTEXT



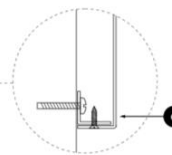
OP.04

FRONT ELEVATION
Scale 1:20 @ A3



SIDE ELEVATION
Scale 1:20 @ A3

FIXING DETAIL
Scale 1:2 @ A3

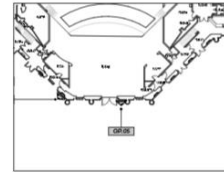


- Specification**
- A** 380mm (a) x 675mm (b) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - B** 380mm (a) x 175mm (b) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - C** Tray to sleeve over 25mm x 25mm concealed fixing rails along top and bottom edges, mechanically secured with tamper proof countersunk fixings. 7-10 year life, external grade vinyl graphics surface applied to face.

Quantity: 1 of each

Signage Details - Private Road/South Elevation

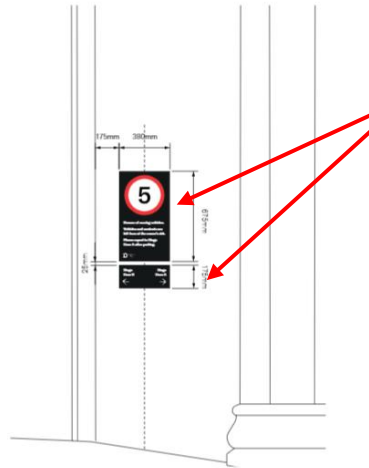
Operational Sign OP.05



SIGN LOCATION

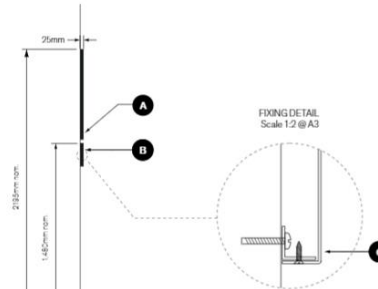


CONTEXT



FRONT

FRONT ELEVATION
Scale 1:20 @ A3



SIDE ELEVATION
Scale 1:20 @ A3

- Specification**
- A** 380mm (w) x 675mm (h) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - B** 380mm (w) x 175mm (h) x 25mm (d) folded aluminium tray stove enamelled black (100%).
 - C** Tray to sleeve over 25mm x 25mm concealed fixing rails along top and bottom edges, mechanically secured with tamper proof countersunk fixings. 7-10 year life, external grade vinyl graphics surface applied to face.

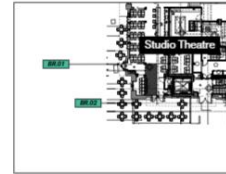
Quantity: 1 of each

Signage Details – New Road

Brand Identifier BR.01



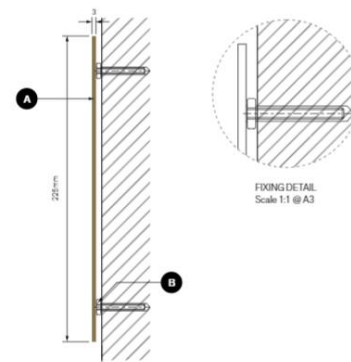
FRONT ELEVATION
C-1, C-2, C-3, C-4



SIGN LOCATION



CONTEXT



FIXING DETAIL
Scale 1:1 @ A3

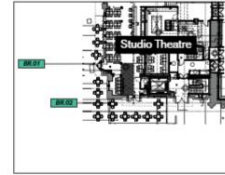
- Specification**
- A** 3mm thick aluminium letters stove enamelled gold to match Pantone 871C, satin finish.
 - B** Letters fitted with M4 welded studs to rear for grouting into existing stone background. 5mm thick rubber washers to be fitted over the rear studs to take up any gaps between the uneven surface when applying.
 - C** Lettering to be remotely illuminated by Kalyso RGB HD IP67 linear surface mounted LED luminaire. Please refer to Appendix B for full specification.

Signage Details – New Road

Brand Identifier BR.02



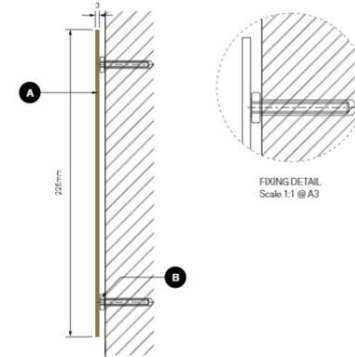
FRONT ELEVATION



SIGN LOCATION



CONTEXT

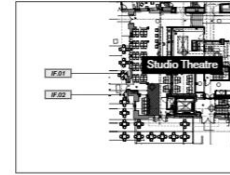


FIXING DETAIL
Scale 1:1 @ A3

- Specification**
- A** 3mm thick aluminium letters stove enamelled gold to match Pantone 871C, satin finish.
 - B** Letters fitted with M4 welded studs to rear for grouting into existing stone background. 5mm thick rubber washers to be fitted over the rear studs to take up any gaps between the uneven surface when applying.
 - C** Lettering to be remotely illuminated by Kalypso RGB HD IP67 linear surface mounted LED luminaire. Please refer to Appendix B for full specification.

Signage Details – New Road

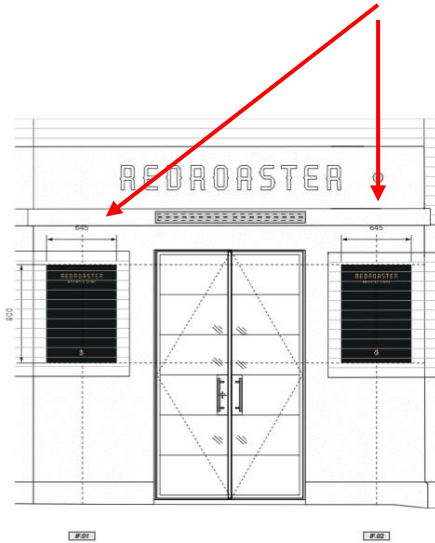
Information Panel IF.01 – IF.02



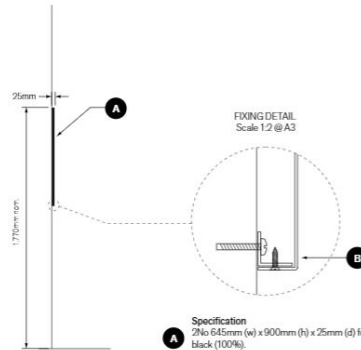
SIGN LOCATION



CONTEXT



FRONT ELEVATION
Scale 1:25 @ A3



SIDE ELEVATION
Scale 1:20 @ A3

- Specification**
- A** 2No 645mm (w) x 900mm (h) x 25mm (d) folded aluminium tray stove enamelled Black (100%).
 - B** Tray to sleeve over 25mm x 25mm concealed fixing rails along top and bottom edges, mechanically secured with tamper proof countersunk fixings.
 - C** 645mm (w) x 900mm 7-10 year life, external grade vinyl graphics surface applied to face.
- Quantity: 1

Key Considerations in the Application

- Design and appearance of the proposed signage/banners
- Impact on Royal Pavilion Gardens
- Impact on Grade I and Grade II listed buildings
- Impact on Valley Gardens conservation area.

Conclusion and Planning Balance

- The high-level banners would mark the grand entrances of the building, with sympathetic colour and design in accordance with policies.
- Although some concern is raised regarding the number of poster frame signs proposed, they will replace pre-existing signs, improving the visual impact.
- Overall, the proposed banners are well scaled and will not harm the appearance of the building or the wider conservation area.
- While the advertisements will cause some harm to the Listed Building and surrounding area, the impact is mitigated considering the benefit of a coherent and integrated approach to wayfaring and promotion of the historic public venue.
- Heritage comments support the justifications for the works and conclude that there will be no harm to the appearance of the conservation area or to the Listed Building.
- The proposal is therefore recommended for approval.

