

GOOGLE for WEMBLEY PARK DRIVE

1. THE PLACE

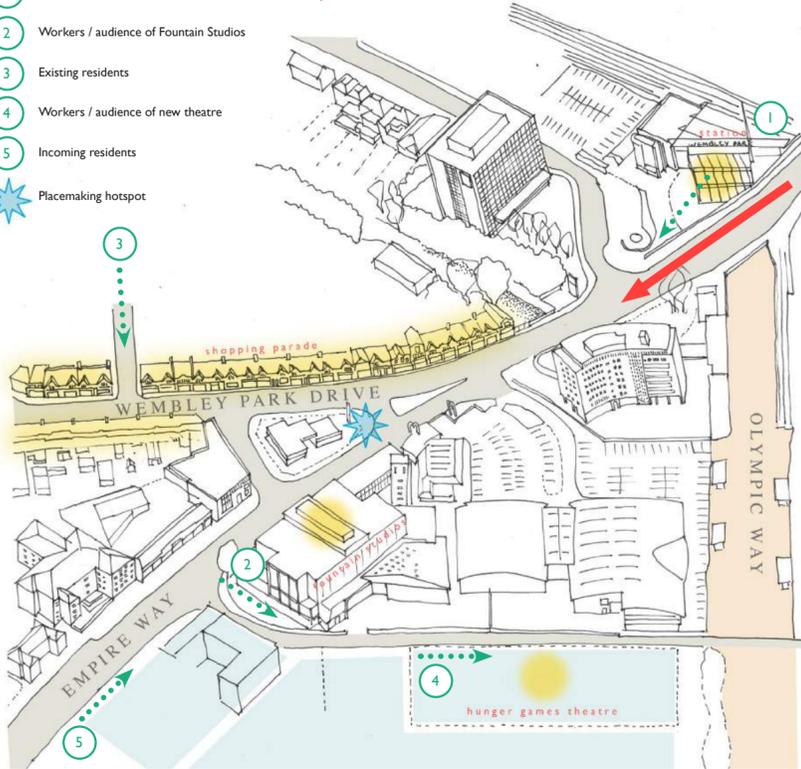
Wembley Park Drive feels like a transient place – a crossover of traffic and pedestrians who pass through. Although large quantities of people and cars flow through the site heading to retail and entertainment destinations nearby, Wembley Park Drive Shopping Parade feels detached from these flows of activity.

The area is disorienting for the pedestrian. You are aware there are major attractions close by, but there is a lack of coherent way finding. The visual landscape is dominated by the anonymous signage of global retail corporations and imposing blank facades of buildings, with few active frontages.

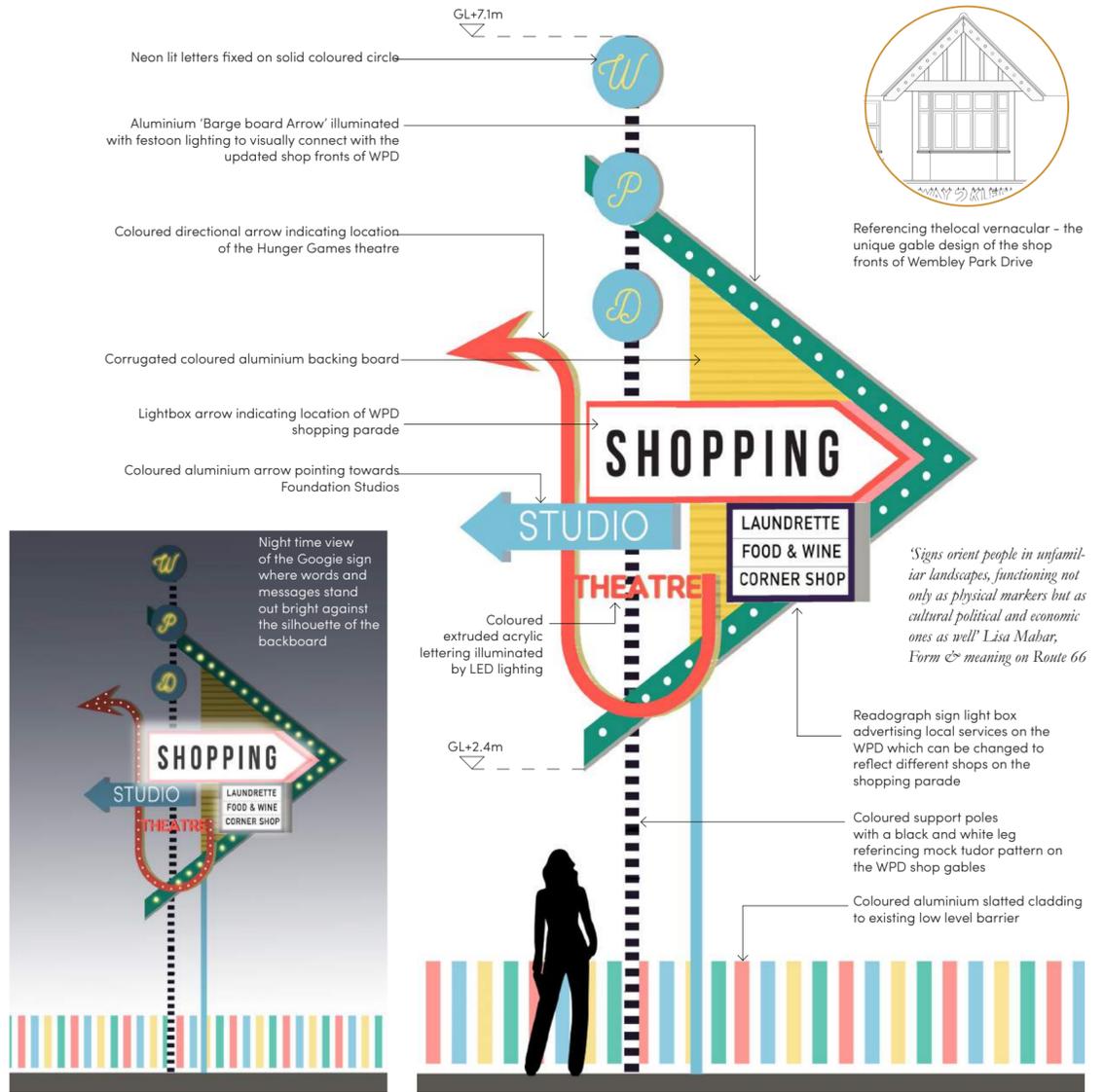
Against this harsh urban context Wembley Park Drive needs a bold intervention to orientate, direct and highlight the unique retail offering of the local parade of shops.

Groups that pass through Wembley Park Drive:

- 1 Users of Wembley Park Station → Flow of pedestrian / station & vehicular traffic towards WPD
- 2 Workers / audience of Fountain Studios
- 3 Existing residents
- 4 Workers / audience of new theatre
- 5 Incoming residents
- ★ Placemaking hotspot



Above: Mapping existing and future flows through Wembley Park drive



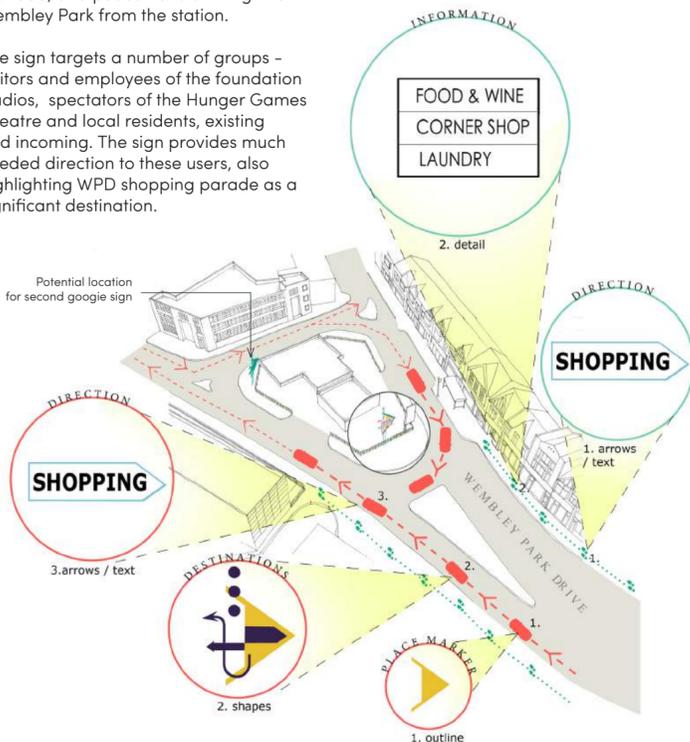
Below: View of sign from car approaching petrol station

2. AUDIENCE

The sign is located on the nose of the petrol station forecourt, at the junction of Empire Way and Wembley Park Drive. This forgotten patch of space is highly visible by both the major car flows down the road, and pedestrians arriving into Wembley Park from the station.

The sign targets a number of groups – visitors and employees of the foundation studios, spectators of the Hunger Games Theatre and local residents, existing and incoming. The sign provides much needed direction to these users, also highlighting WPD shopping parade as a significant destination.

- view of sign from vehicle from distance (at speed)
- view of sign by pedestrian from distance

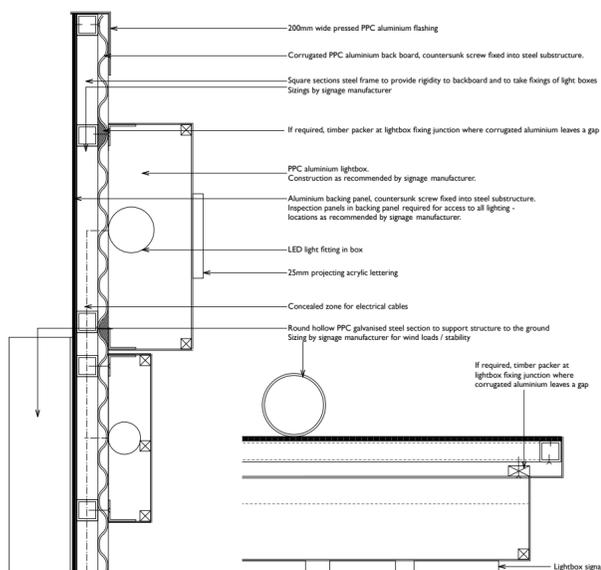


Above: Diagram showing how sign is viewed by vehicle and pedestrian user groups from certain distances away from sign



3. STRATEGIC PLACEMAKING

The proposal involves two elements:
 1. The main Google sign to the approach of the Petrol station.
 2. Coloured aluminium slatted fencing dressing the low level metal crash barrier around the petrol station, ensuring that the placemaking message of the Google wraps around the whole island.
 [If costs permit, a second Google sign located at the opposite site of the Petrol Station, orientated towards Empire Way.]



4. A HOME GROWN SIGN

The proposed design is inspired by the precedents of the 'Googie' highway signage of the American 20th Century. These home grown signs were unique to the independent businesses they advertised, providing branding, and orientation to its vehicular audience in a sculptural and playful manner. This device can be translated to the context of Wembley Park Drive, communicating information and direction to its fast moving users whilst creating a unique place marker for the parade.

The base layer of the proposed design takes inspiration from the vernacular architecture of the shopping parade. The mock tudor gable elevation is rotated 90 degrees to resemble an arrow. Layered onto this are wayfinding signs indicating specific places to orientate our key audiences. The colours and illumination celebrate the vibrancy and diversity of Wembley Park Drive Parade and marks out its existence in a more prominent location. A readograph sign can be curated by the council, providing flexibility for inevitable changes to the businesses on the Parade.



Above: View of sign by pedestrian from bus stop on shopping parade.

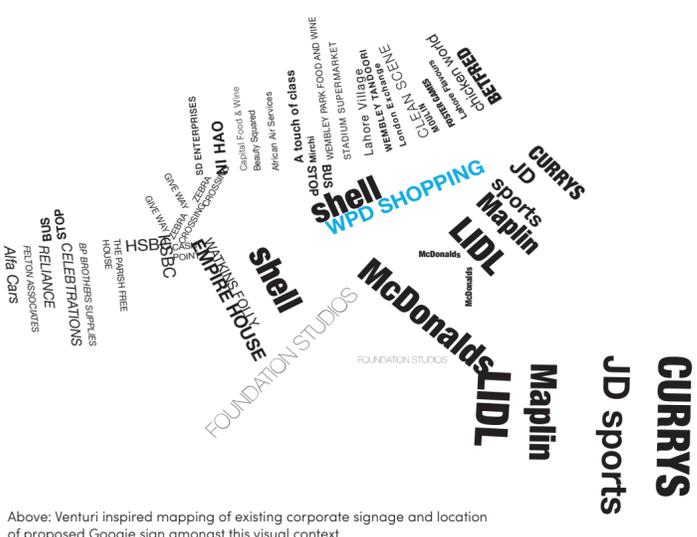
5. CONSTRUCTION AND BUDGET

The sign would be made of robust materials – mainly aluminium with Polyester powder coated coloured finishes that will not degrade quickly. The lowest point the sign is located 2.4m above ground level to discourage vandalism.

The illumination strategy consists of LED low energy light boxes, low energy festoon lighting to match proposed works to the high street and a small amount of neon lettering for a playful touch. We envisage that the council will maintain the Google sign and change the lettering to the readograph sign.

A Reputable London based sign-manufacturer advises that the sign could be fully manufactured off site, but would require groundworks, consisting of a concrete base and various access possibly equipments such as diggers, a hiab vehicles and skips. The lighting will require lockable access panels for maintenance. Connection to mains electricity supply would need to be confirmed by the council.

We have had an initial quote for one sign for £6200 + VAT for manufacturing and installation, subject to site survey and design development. (Bellenden Signs Ltd.)



Above: Venturi inspired mapping of existing corporate signage and location of proposed Google sign amongst this visual context



From left to right: examples of googie signage, Venturi sketch of heirarchy of signage information ('Learning from Las Vegas'), Elm Road Googie Sign