



st.martin's
Centre
Caversham

DESIGN GUIDE

PLANNING SUBMISSION

**BARTON
WILLMORE**

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CONTENTS

1. Introduction

- The Brief
- Site Context
- The Application
- Existing Shopfront

2. Proposal

- Appearance
- Lighting details
- Artwork

1.

Introduction

THE BRIEF

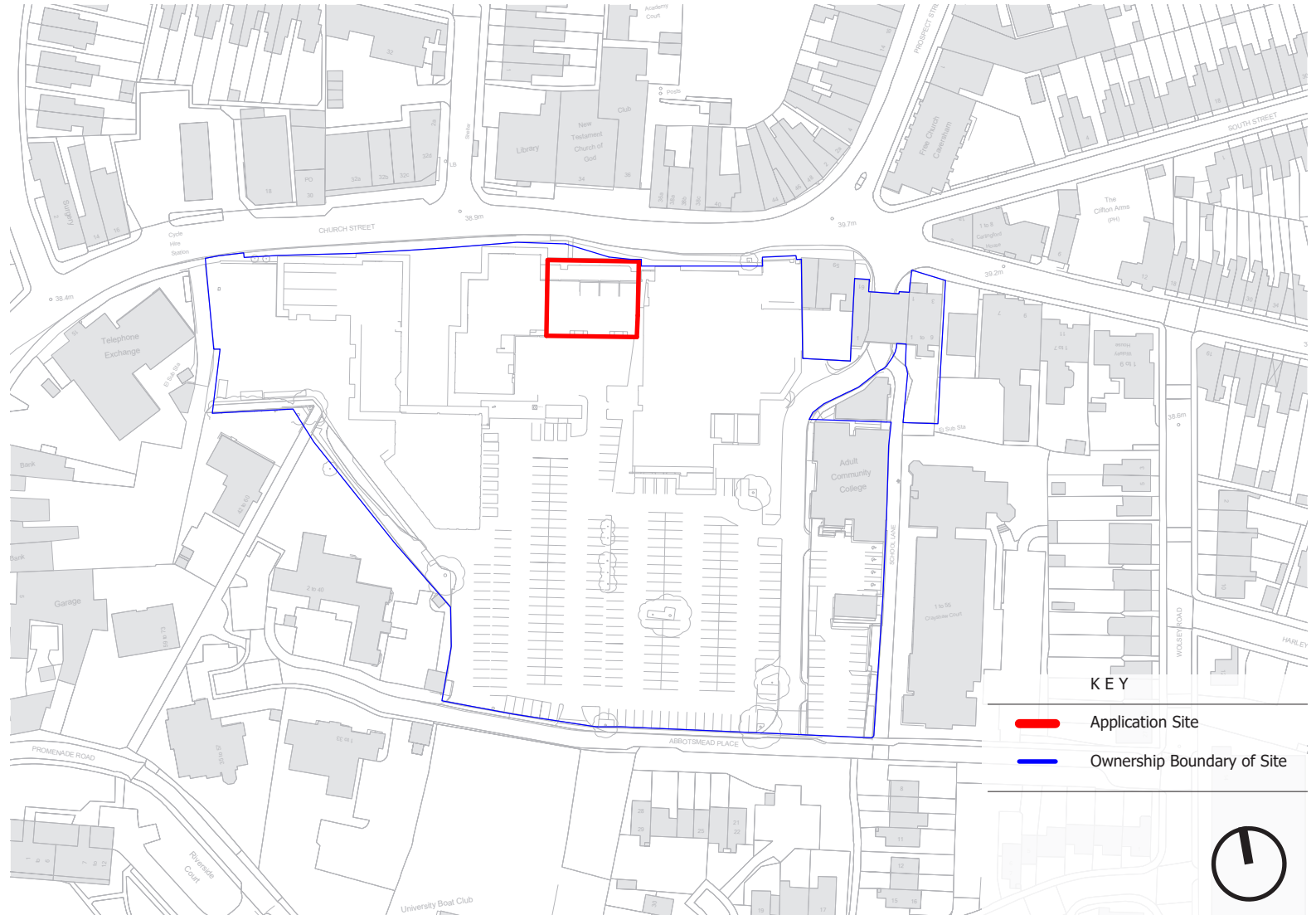
This application submission has been prepared on behalf of Hermes Property Unit Trust (HPUT), as part of its Master Plan for St Martin's Centre at Church Street, Caversham.

At this stage, some of the shopfronts have been built and improved, under previous planning permission Ref: 171652.

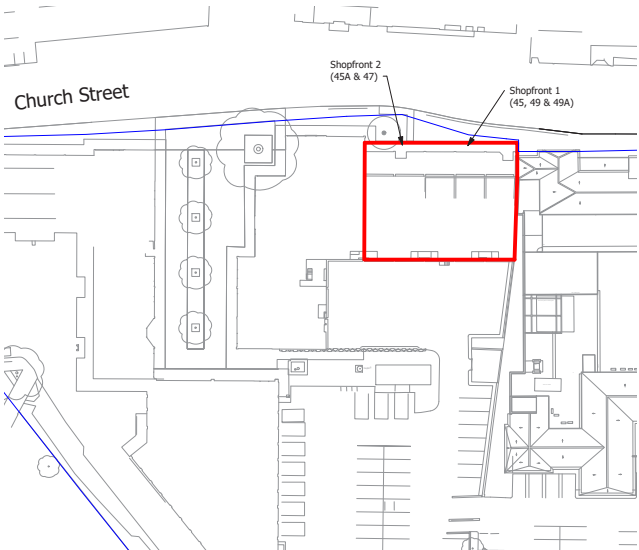
This document sets out the proposal to complete the improvements in the shopfronts for Block F as shown on red line.

THE APPLICATION

The application is for replacement of existing shopfronts canopy and for consent to display outdoor advertisement.



EXISTING SHOPFRONT



Shopfront 1
(45, 49 & 49A)

Shopfront 2
(45A & 47)



2.

Proposal

APPEARANCE

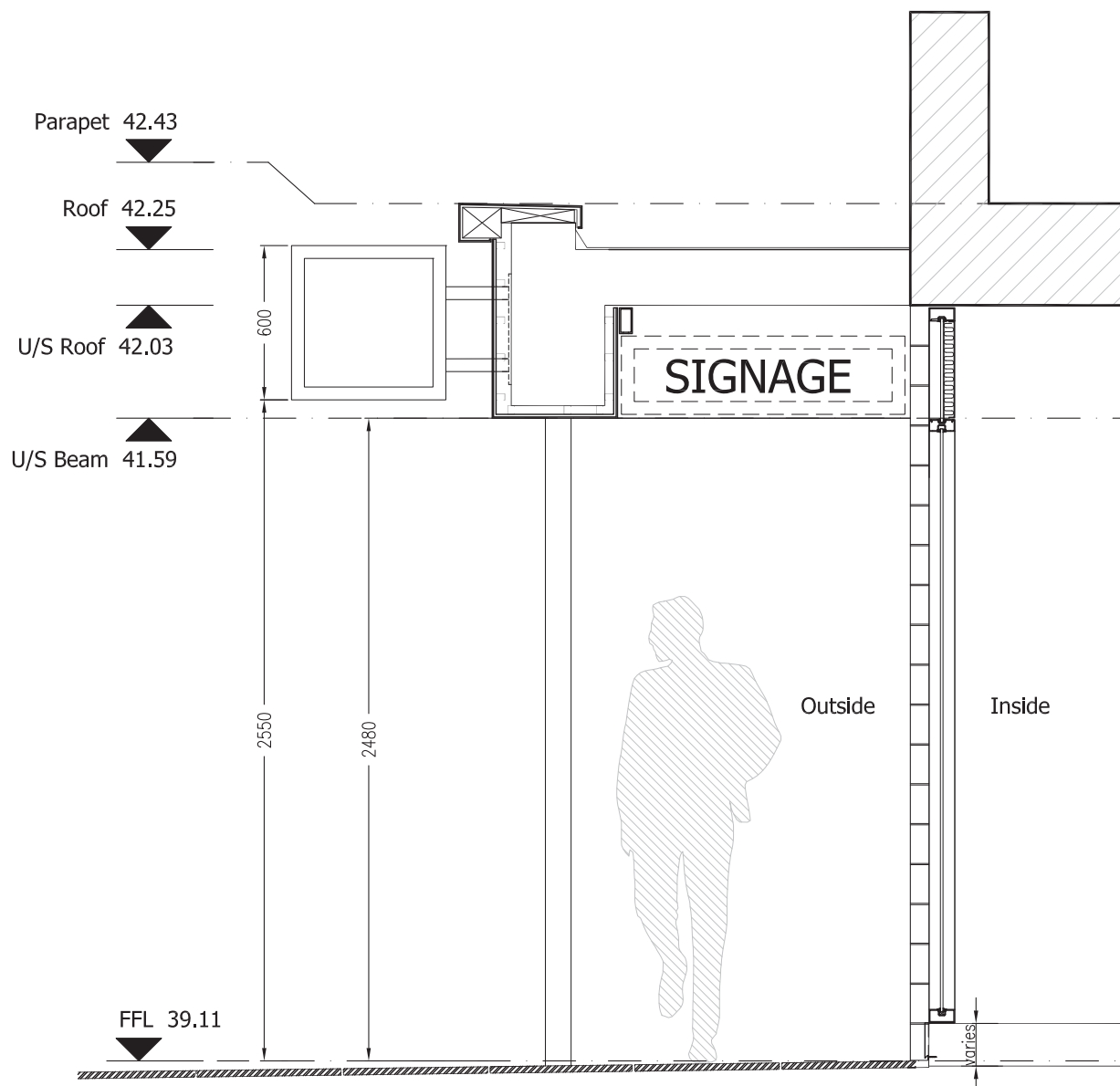
Shopfronts make a significant contribution to the character and richness of experience of St Martins' Centre.

There is a sensitive alteration to existing shopfronts to improve the character of existing frontages and the local area.

Well-designed shopfronts increase the visual attractiveness of a building and the local area and can have an impact on commercial success by increasing the attraction of shops and centres to customers. This is particularly important in town centres and shops in conservation areas and listed buildings.

There are a shopfront alterations to existing building that respect the detailed design, materials, colour and architectural features of the existing shopfront and building itself.

Designed to integrate well with the surrounding area and contribute positively to the public realm.





Shop Front System Finished in Grey Green 7033



Shop Front System Finished in Grey 7038



Canopy Finished in Anodized Aluminium B711



Polished Ceramic Hamra Grey/Bronze Tile

SHOPFRONT & CANOPY DESIGN

CANOPY SYSTEM

Formed from aluminium sheet metal cladding panels in anodized finish: colour blue-grey B711. Signage on the canopy is to be carefully crafted and located within the 'canopy design control zone'

Existing Columns to Canopy painted Grey RAL 180 40 05

GLAZED SHOP-FRONT WINDOW & DOORS

The landlord will provide a fully glazed hybrid shop-front system consisting of anodized aluminium on the exterior finished either Grey or Green/Grey.

PROJECTING SIGNAGE FLAGS

The landlord will provide signage flags per each retail unit. The tenant is to provide carefully crafted and designed signage to be located within the 'design control zone'. The projecting sign will be framed in anodised bronze with a gloss white signage background.

TILED PIERS

Piers clad in Seastone Hamra grey/bronze polished porcelain tiles will denote the extent of each retail unit.

SYSTEM PROFILE & IRONMOGERY

WINDOWS

Aluminium single glazed window system with clear laminated glass. External aluminium shop fronts finished in Grey RAL: 7038 or Grey Green RAL 7033

DOOR HANDLES

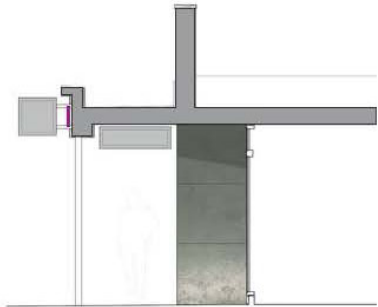
Pull handles 1000mm length finished in Bronze.

ESCUTCHEON

Finished in Bronze to match handles.



TYPICAL RETAIL UNIT



RETAIL UNIT

CANOPY DESIGN CONTROL ZONE

The canopy design control zone is located directly above the shop front on the front face of the canopy. The design control zone measures 2300x400mm.

TENANT SIGNAGE

The signage fascia is landlord finished. Individual tenant signage will be discreet and elegant whilst allowing the brands to be properly represented.



SHOP FRONT DESIGN CONTROL ZONE

The shop front design control zone is located directly above the shop front. The design control zone measures 2300x400mm.

TENANT SIGNAGE

The signage fascia is landlord finished. Individual tenant signage will be discreet and elegant whilst allowing the brands to be visible.



Intermittent linear LED strip lighting inside canopy

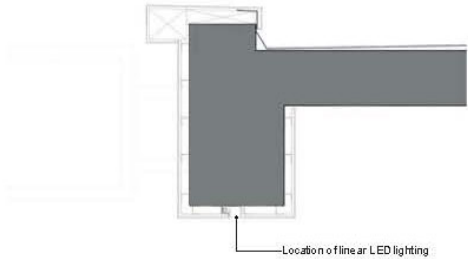


Continuous LED strip lighting inside canopy

CANOPY LIGHTING

Intermittent linear LED canopy lighting is proposed on retail frontages directly facing onto Church Street to reduce glare for nearby motorists while continuous LED lighting will be installed within the precinct area.

Intermittent and continuous lighting will reduce scalloping and provide uniform distribution of lighting across the new store fronts while illuminating the path and precinct.



Dims x600x600mm outside box area
internal lighting of fascia box, opal 50% diffuser with applied
copy coverage to be confirmed

24 Modules: Oshino B-LED 221 Module 0.72 w / 12v.
1pc power supply: PSU100/12/IP68/R LED driver.
0.366 meter square of illumination
Oshino sign LEDs 27.2.17 GLN / D500

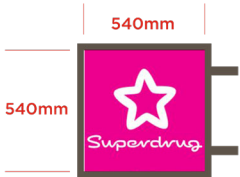
Maximum light LUX would be is 500 cd/m2 through
the opal background.



UNIT 45, 49 & 49A



UNIT 45A & 47



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