



Kenavon Drive

READING

Block M2 Supergraphic Proposals - condition 5

Date: 24th March 2020

Berkeley
Designed for life

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0.0 Purpose of This Document

The following document has been prepared to discharge Condition 5 of full planning permission ref: 170509 relating to the construction of Kenavon Drive, Reading.

Condition 5 states that:

No development associated with the construction of Block M2 shall commence until details (exact form, font, wordage, materials and maintenance strategy) of the super graphic specified on drawings Arrival Space Block North Elevation AA5990-2230 Rev B as received 28/04/17 and Arrival Space Block West Elevation AA5990-2233 Rev B as received 28/04/17, are submitted to and approved in writing by the Local Planning Authority. The approved details shall be implemented prior to the first occupation of any residential unit within Block M2 and maintained as such thereafter.

Design Development

As the design has developed from the planning approval there has been an evolution to attempt group letters together to form full words rather than spreading them across the vertical bays as had previously been proposed. This is deliberate to help the wording become more legible and prevent the opportunity for words being misconstrued due to them being spread over several bays. This however has meant that to deliver this strategy some of the horizontal brick bands have been removed to create oversized bays specific for hte wording. These oversized bays featrue elsehwere on this block such as on the eastern (inner courtyard) elevation and is very much in keeping with the language and the style of this corner tower building.

The following pages contain the proposed wording as required and also display where horiztonal bandings were previously located for the readers reference.

1.0 Proposals

Proposed Design

As noted within the introduction the design has evolved to locate full words into whole bays rather than spread across several bays. The branding of the site has evolved slightly also remaining in lines with the historic context of the site.



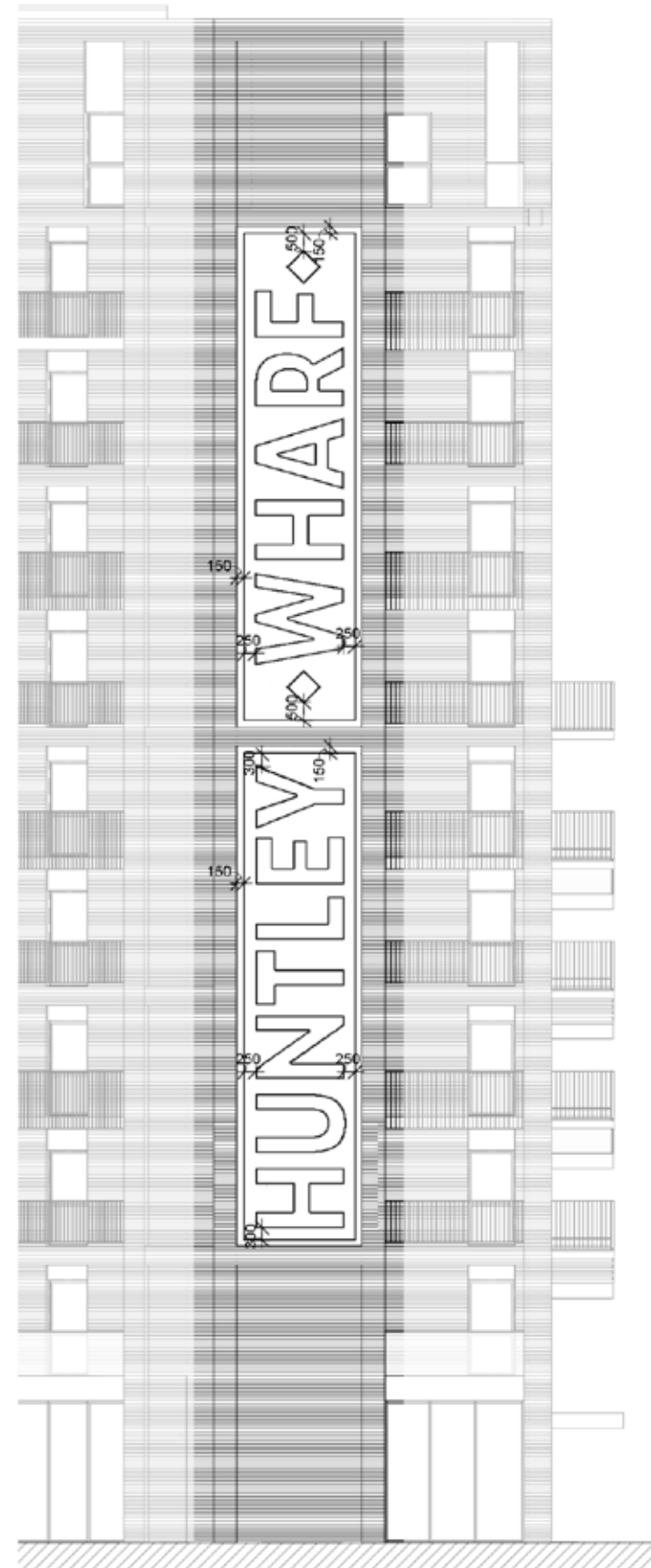
2.0 Setting out

Wording

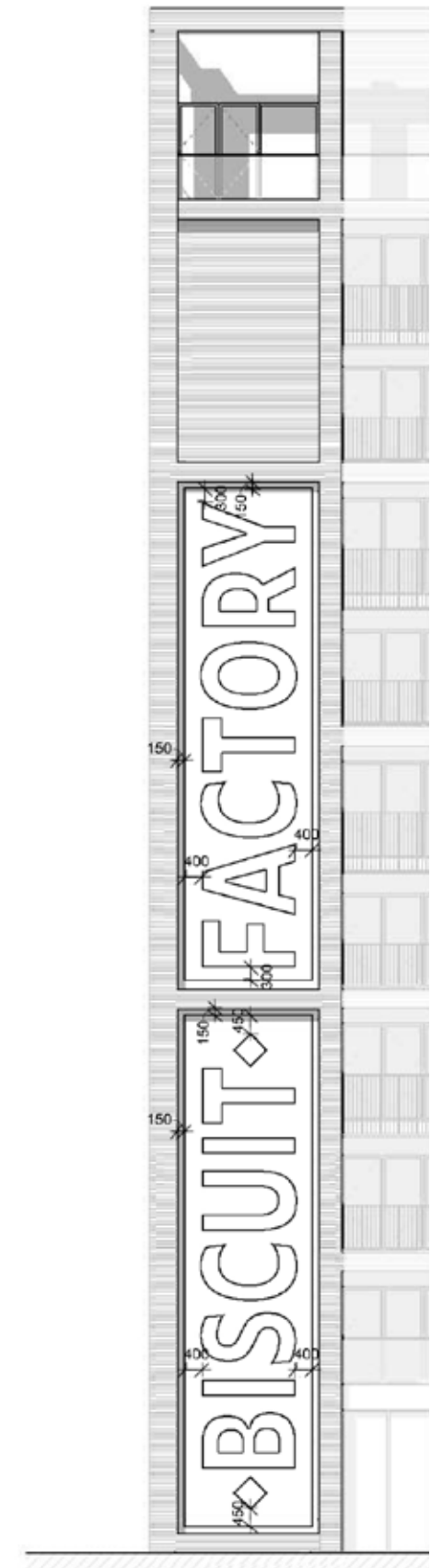
Wording to North Elevation: Huntley Wharf

Wording to West Elevation: Biscuit Factory

Font: ZeitungPRO Bold



Block M2 North Elevation Setting Out



Block M2 West Elevation Setting Out

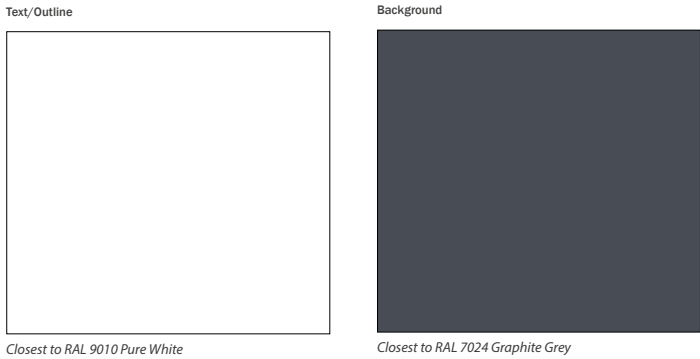
3.0 Material, Colour & Maintenance

The sign

The approach to the super graphic reflects the scheme's reference to the industrial aesthetic. The signage will be traditional painted brick as associated with industrial and warehouse buildings and will be painted with a fire-retardant self-cleaning masonry paint (Snowcem Exterior Masonry Paint or equal). The proposed product has a minimum longevity of 25 years before requiring any revisiting.

Colour Palette

The proposed colour palette is design to complement the overall building expression as well as blend with the overall design language.



Application

Specialist sub-contractor to be appointed to carry out sign writing to achieve high level of detail and quality of final appearance.

Access & Maintenance Strategy

Maintenance of the signage forms a part of the overall facade maintenance strategy. West and North elevations of M2 are to be maintained by abseiling using anchor points fixed at roof level. Should the paint need re-applying, the specialist contractor will be able to use either the abseiling points at roof level or work from mobile access platforms located at street level.

All maintenance will be carried out by the specialist contractor following product supplier guidelines and in line with an agreed method statement.

Longevity

After the warranty period has passed, weathering of the super graphic is anticipated. We view this as beneficial, as aging of the paint will help to achieve the visual similarity to the historical examples below.



Block M2 North Elevation



Block M2 West Elevation

4.0 Removed Brick Bands

Previous locations

Further to the explanation of the removal of the brick bands on the previous pages to enable larger brick panels with full words see the annotated proposals with the location of the previous band locations for ease of comparison.

