

Kings Wharf, 20-30 King's Road, Reading

**NEW BUILDING
SIGNAGE:
DESIGN STATEMENT**

APRIL 2019



**KINGS WHARF
20-30 KING'S ROAD**

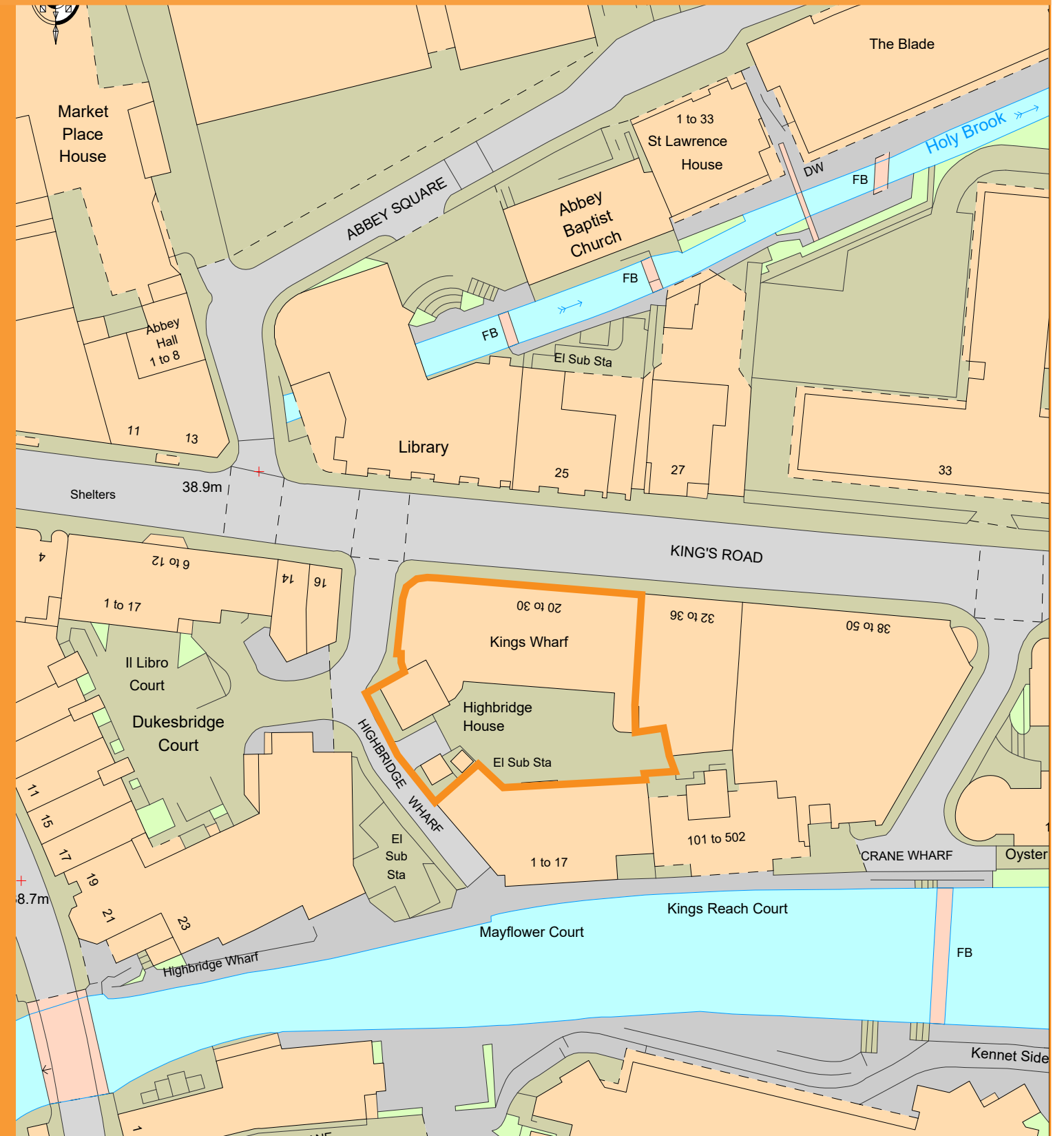
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This Design Statement has been prepared to accompany a advertisement application for new building signage to Kings Wharf, 20-30 King's Road, Reading RG1 3AA.

Project No.	1535
Date:	30th April 2019

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Existing Building

Occupying a prominent, city centre location, the building is positioned on the corner of King's Road and Highbridge Wharf.

Built in 2000, the main office building (comprising of ground, and four upper office floors) adjoins the Grade II listed Highbridge House which also currently contains ancillary office accommodation over ground, first and second floors. Together the two buildings provide circa 28,600 sqft of commercial office space.

The two buildings are also interlinked by a small reception area that also forms the main entrance into both that is located on Highbridge Wharf, that is a more domestic street in character and appearance and somewhat concealed from the main street.

The site is located within the centre of the Market Place / London Street Conservation Area and is surrounded by other commercial office properties on King's Road as well as residential, bars and restaurants on the smaller scale neighbouring streets. Reading Rail Station is also within a short walking distance.

Planning and listed building consent was granted by Reading Council in 2017 to carry out various works including, but not limited to, the redecoration of the existing external facade using black masonry paint, relocation of the main office's building entrance to the corner of King's Wharf, removal of roof level rotunda feature and construction of a small projecting canopy at 2nd floor level.

Permission was also granted for a new building signage in conjunction with the above permission to above the new entrance that this application looks to supersede especially in the context of past and current signage within the town as well as the new refurbished building and new re-branded building name of 'The Carbon Building'.

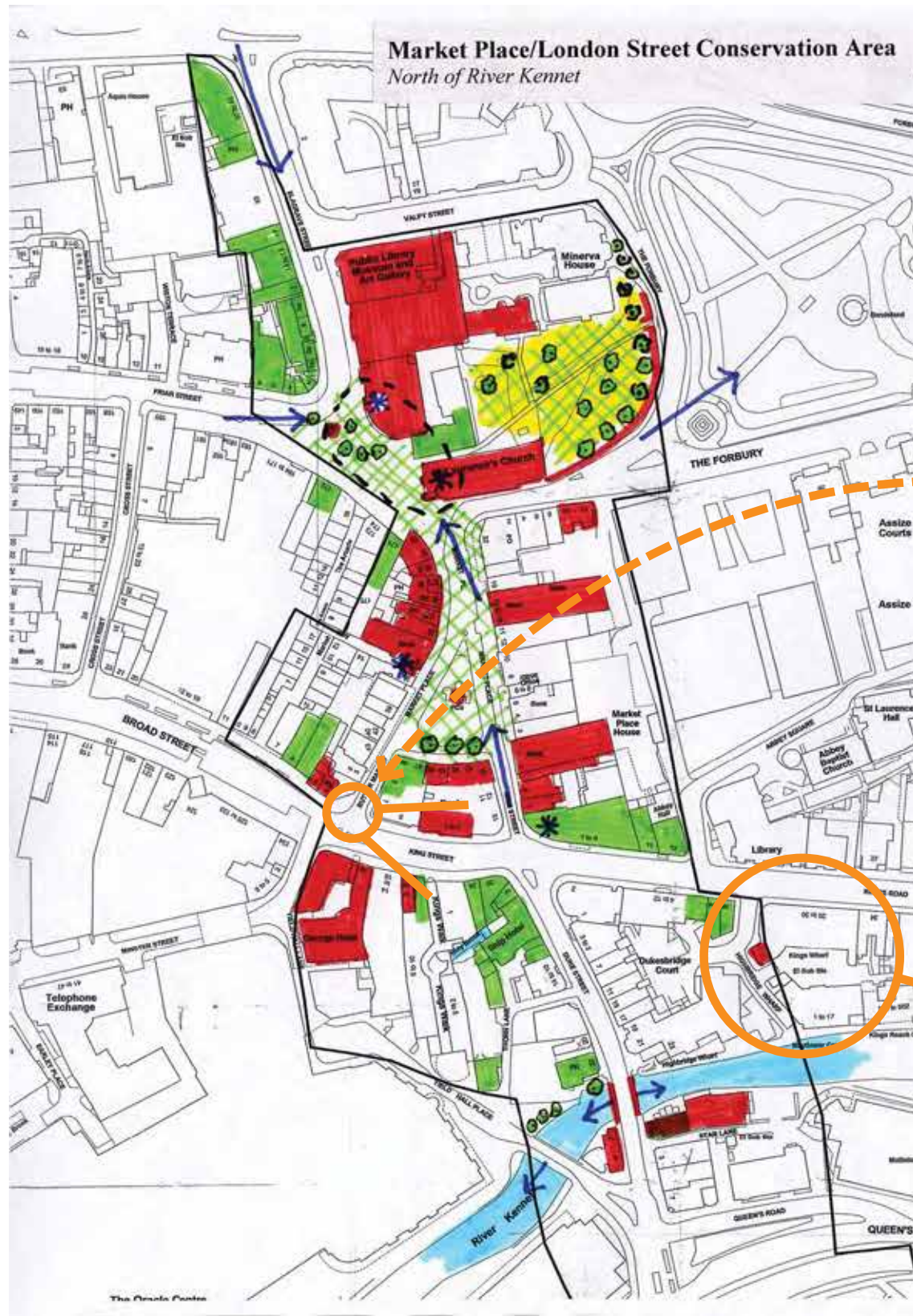
Kings Wharf, 20-30 King's Road, Reading



Existing Building

Kings Wharf, 20-30 King's Road, Reading

View looking east along King's Road from corner with Abbey Square:

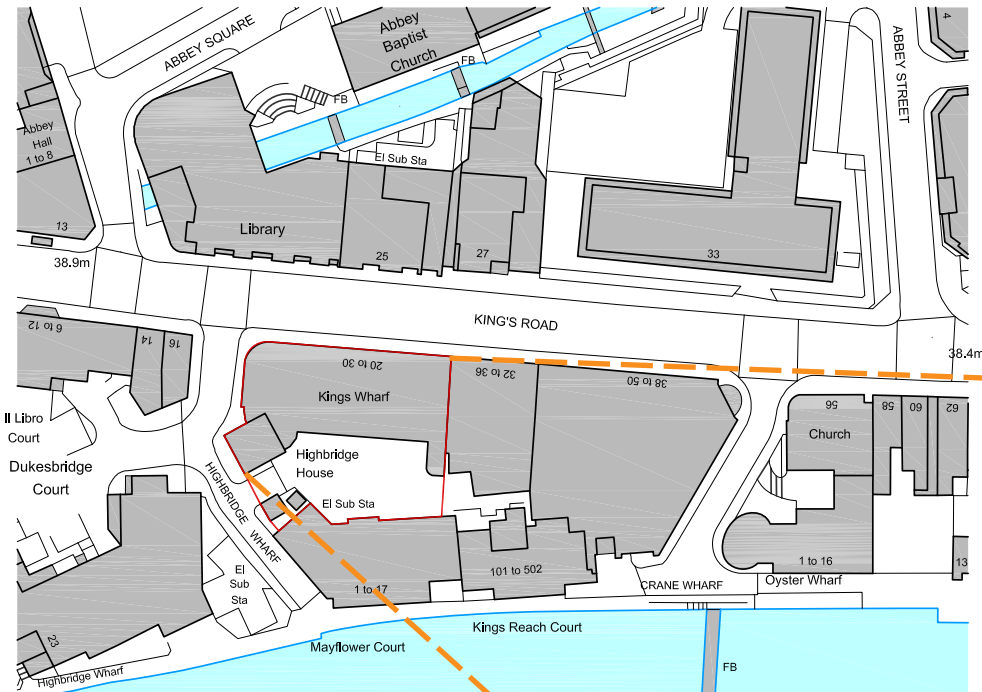


The site

Extract from Reading Council's Market Place / London Street Conservation Area Appraisal marked up to confirm the site location:

Existing Building

Kings Wharf, 20-30 King's Road, Reading



OS Site Location Plan:



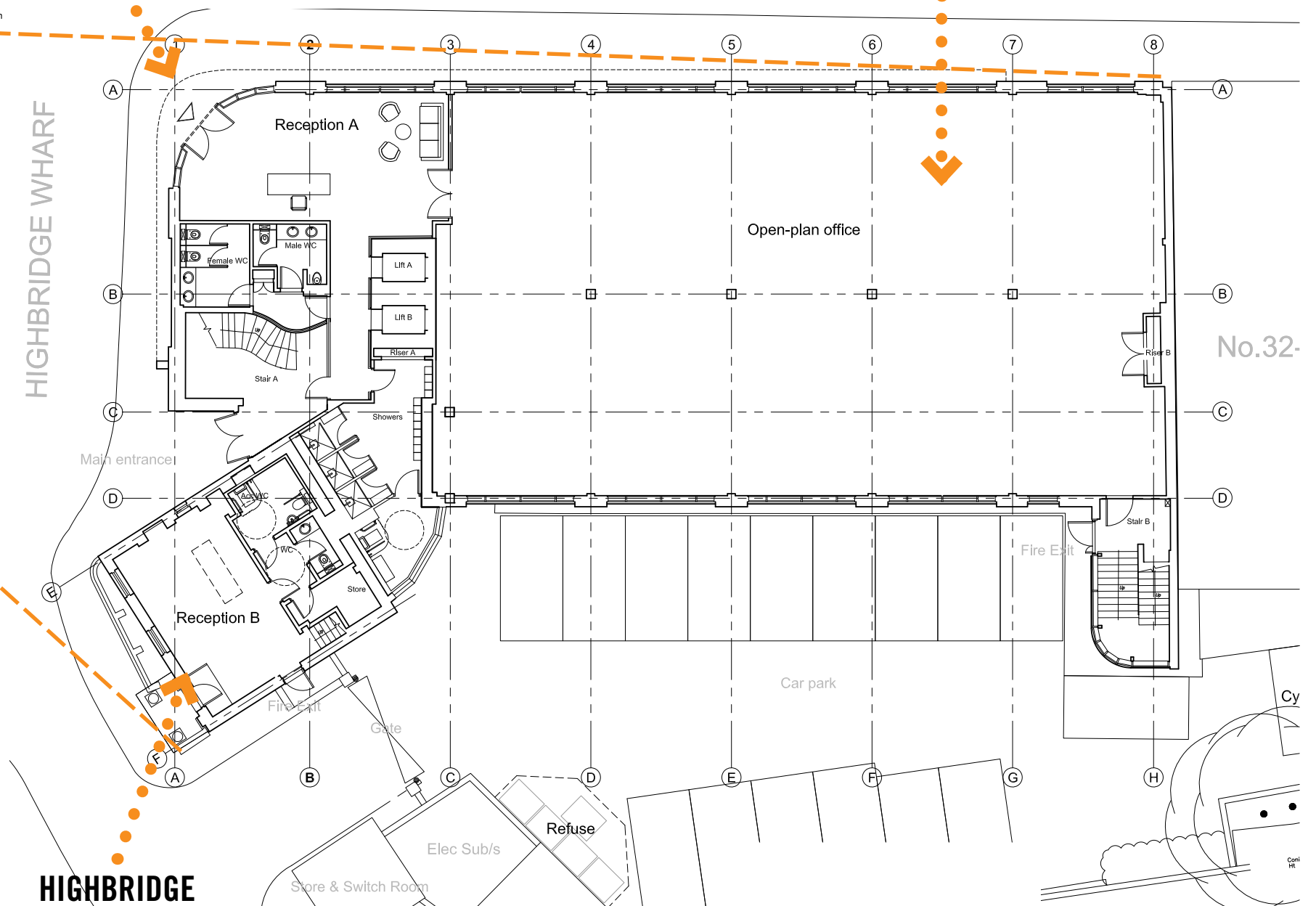
Consented scheme photomontage from King's Road

New main entrance

HIGHBRIDGE WHARF

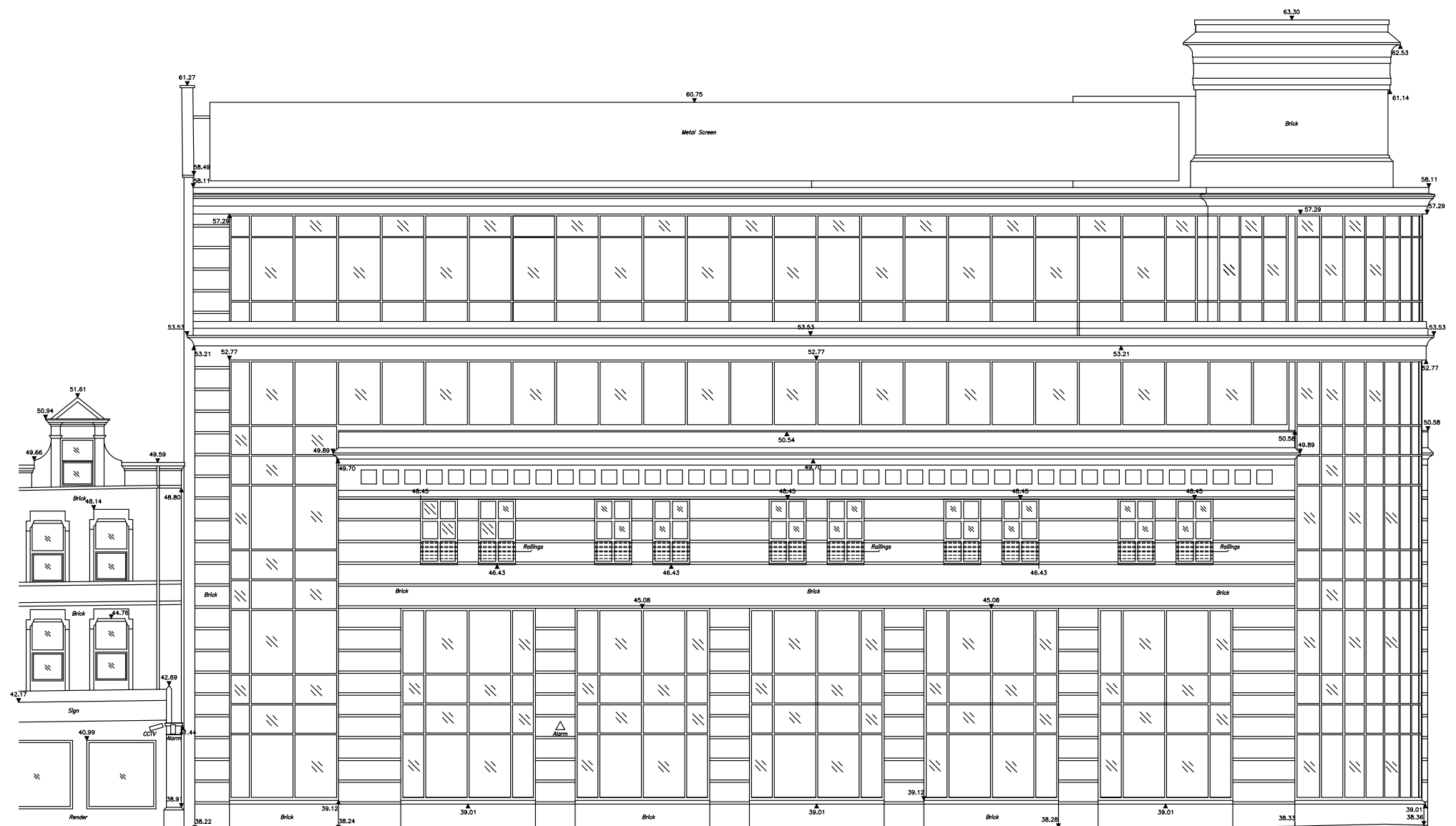
HIGHBRIDGE HOUSE

'MAIN BUILDING'



Ground Floor Plan:

A particularly visually prominent feature is the 'green glass' glazed corner rotunda.



Highbridge House

Kings Wharf, 20-30 King's Road, Reading

Highbridge House is a solid red brick construction with pitched slate tiled roof and timber sliding sash windows with a stone portico entrance to Highbridge Wharf.

Internally, little appears to remain of the original historic fabric other than timber floor construction and main stairway with timber balustrade and spindles. Former chimney stacks are still identifiable (certainly in profile on plan) but the associated fireplaces are no longer installed.



Extract of Historic England Listing Statement:

HIGH BRIDGE WHARF 1. 5128 House at rear of Nos 18 and 20 Kings Road SU

Grade: II
Date first listed: 14-Dec-1978

7173 SE 3/499 II 2. Early C19 detached. 3 storeys. 3 bays, glazing bar sashes. Red brick with stone cills and stone courses over 2nd floor to flat eaves. Hipped slate roof with 4 side chimneys. Projecting Greek Doric porch with fluted columns etc and entablature. 6 panel door with plain rectangular overlight. Ground floor windows blocked and sliding garage doors inserted between.

Listing NGR: SU7181973356

Signage in Reading: Historic retailers

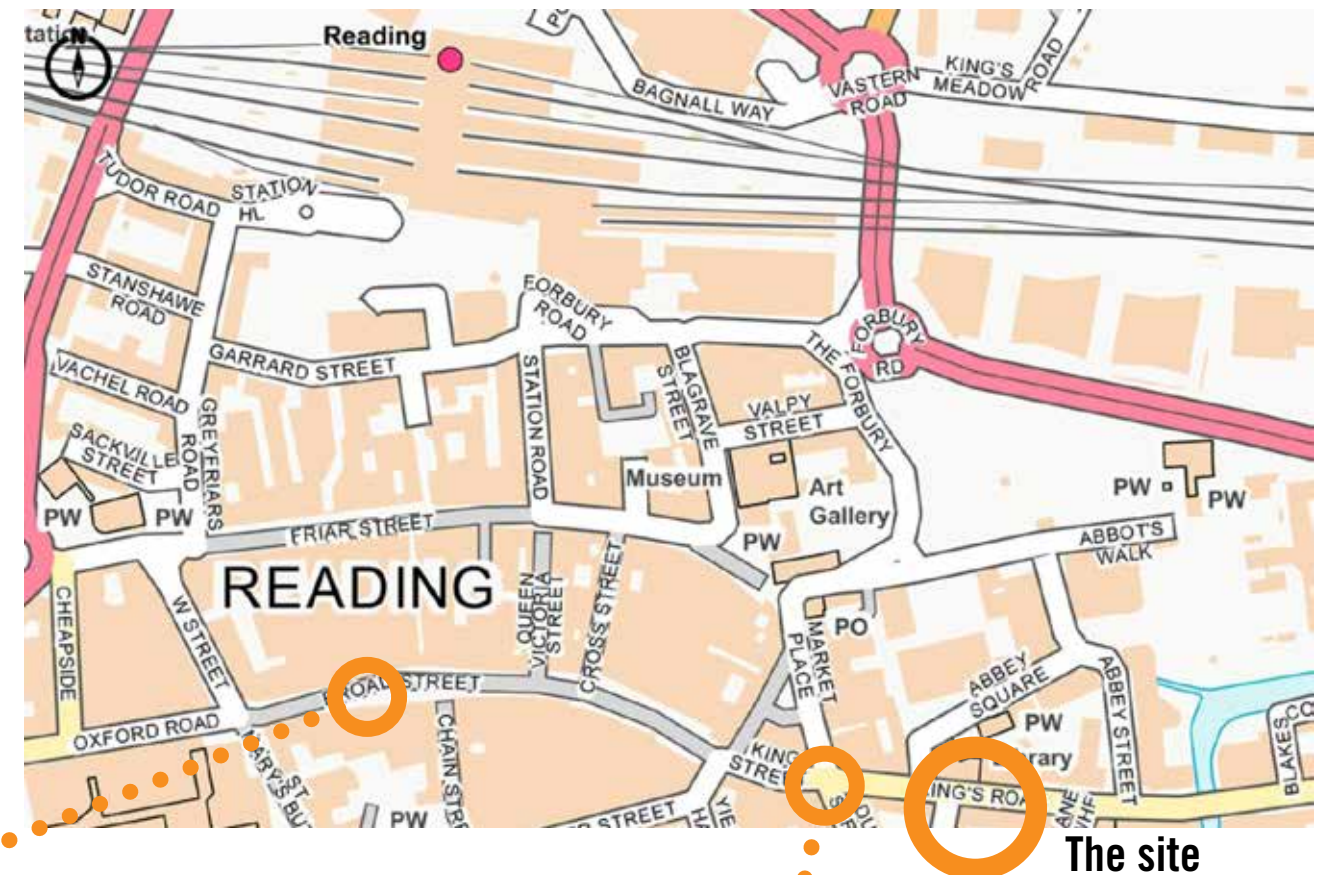
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Reading town centre has some historic precedents of 'enlarged' signage with its centre and conservation area.

Prominent examples of this are the John Lewis store on Broad Street that has large prominent illuminated lettering at high level on its facade.

A second example, that is also within viewing distance of the application site, is 'Jacksons Corner' that was the location of an English department store chain that was founded by Edward Jackson in September 1875. It was a significant local business in Reading and had a flagship branch located on the prominent corner of King's Road to the south of Market Place. The lettering is distinctive in terms of its size and by being located on the 'curve' of the facade behind (which has parallels to the application site).

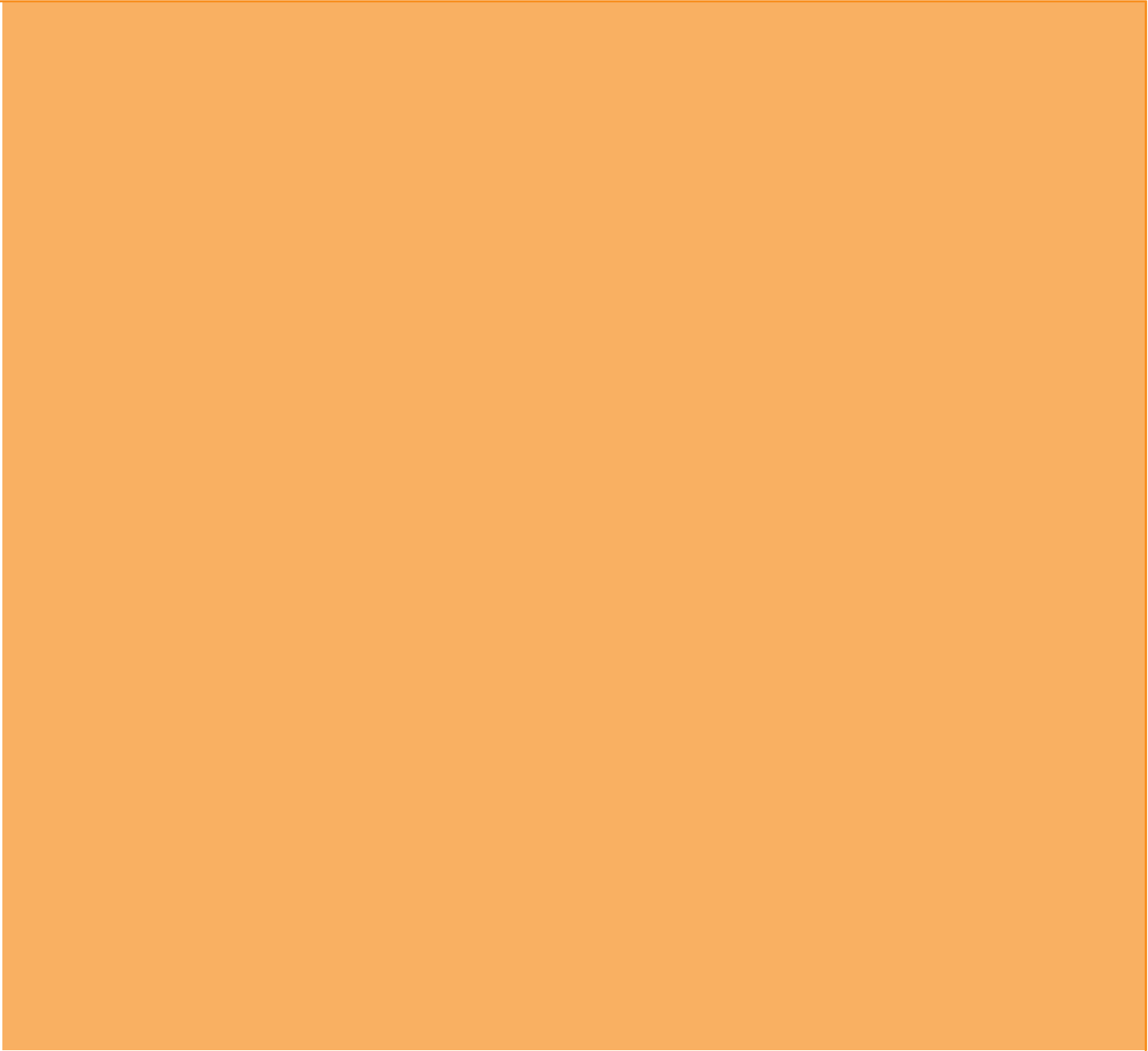
More recent examples of high level enlarged signage on new contemporary office buildings is also shown opposite.



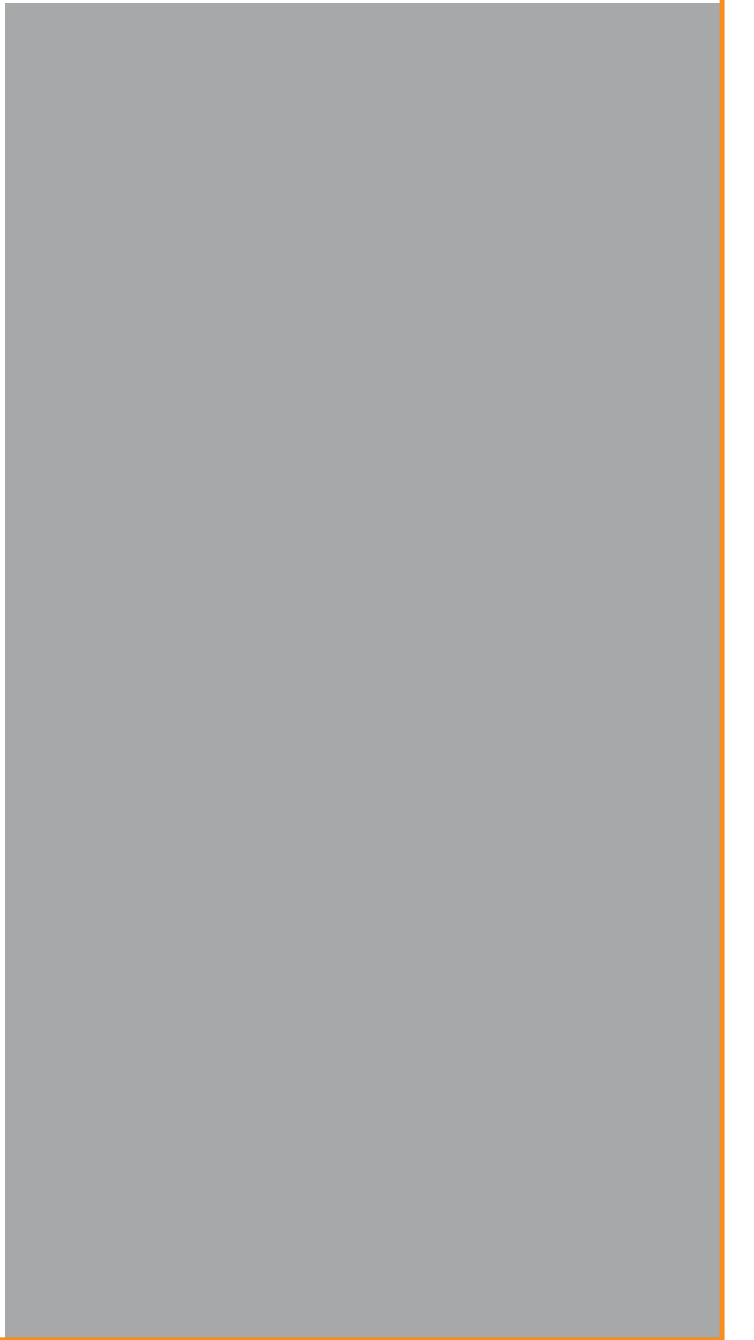
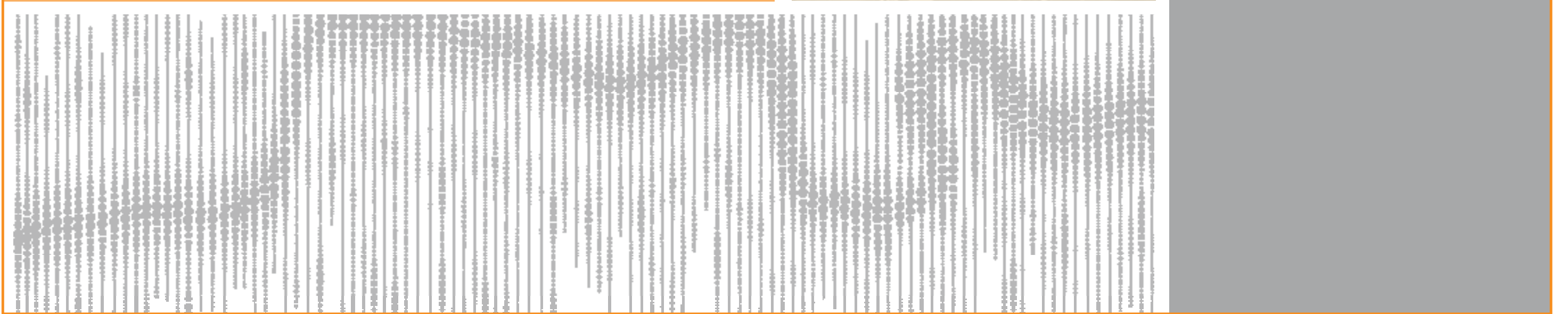
Signage in Reading: New offices today

Kings Wharf, 20-30 King's Road, Reading





SIGNAGE PROPOSAL



Signage Proposal

Kings Wharf, 20-30 King's Road, Reading

Existing building's corner elevation and signage:



Rotunda removed *

New curved black signage panel
with stainless steel slimline
lettering

New white projecting canopy*

Brickwork painted black*

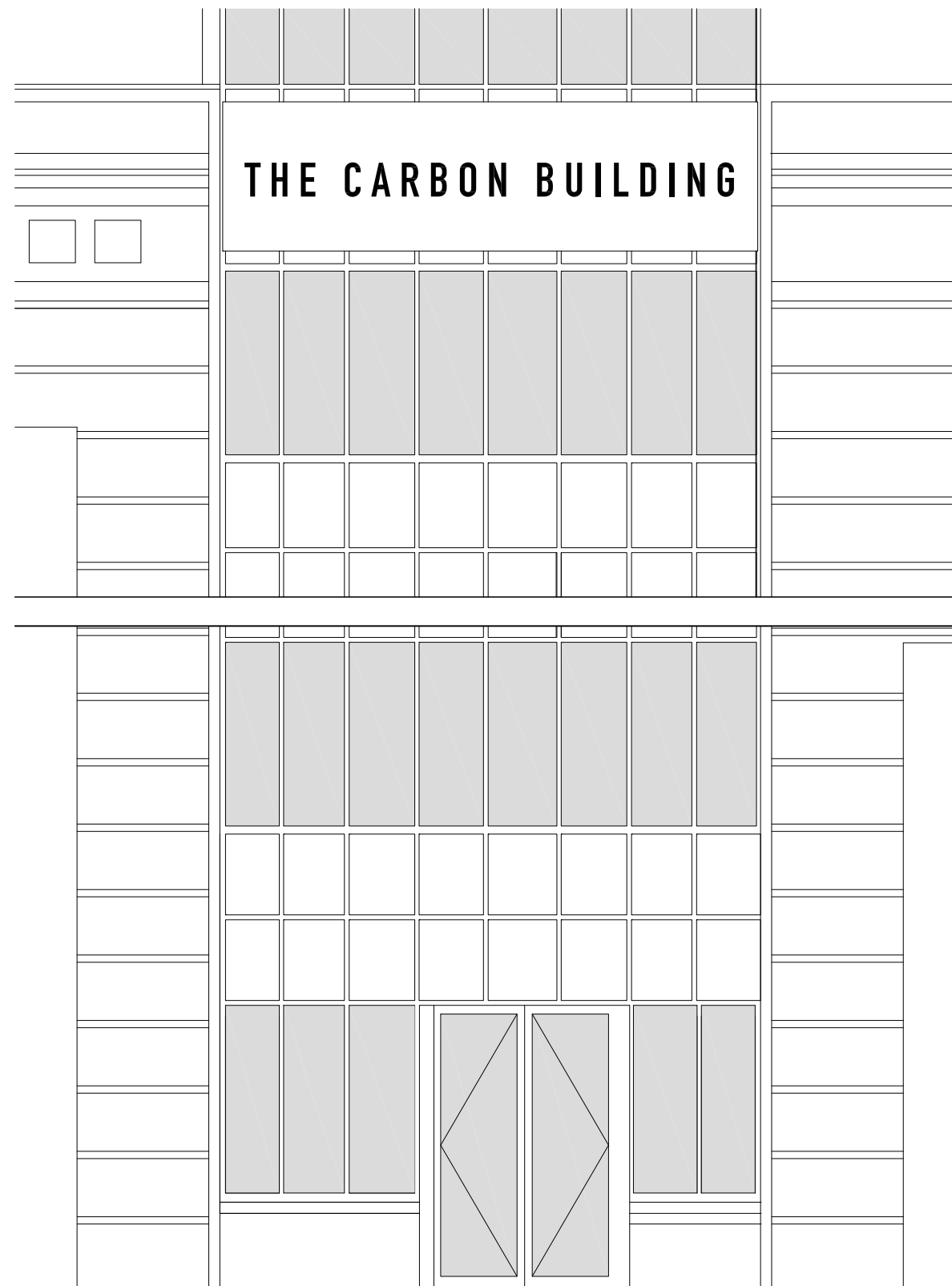
New main entrance to corner*



* indicates design features already granted planning
permission under earlier applications

Signage Proposal

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Detailed elevation of new corner entrance and signage:

It is proposed to that a new high level sign be installed to the facade stating the new building's name 'The Carbon Building'.

This would be formed of new brushed stainless steel lettering mounted to a curved black painted metal panel fixed to the existing curtain wall system that would follow the line of the building's curved facade at the corner with King's Road and Highbridge Wharf.

The new 'black band' would therefore provide a 'bridging piece' that conjoins the new black painted masonry facades together, emphasizing the radiused corner in a similar way to the new white projecting canopy below. By using an upright narrow slimline font, the new building name would allow the lettering to smartly follow this curve in a discrete but visually elegant way.

This would also not dissimilar to other existing and historic signage as seen within the town centre and conservation area, thereby looking to preserve and enhance architectural features of the latter. The new feature and lettering, especially in the context of the other new works proposed, would also have limited if no impact on the setting and character of the existing heritage asset on the site as well.

Signage Proposal - Elevations

Kings Wharf, 20-30 King's Road, Reading



King's Road elevation:



Highbridge Wharf elevation:

Signage Proposal - Floor plan

Kings Wharf, 20-30 King's Road, Reading

