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INTRODUCTION | DESIGN & ACCESS STATEMENT

PURPOSE OF THIS DOCUMENT

This document is the Design & Access Statement produced for the Planning and Advertisement Application for Virgin Media who are moving to 500 Brook Drive, Green Park in Reading. The document outlines areas of proposed change externally to the building within the Boundary line of the site.

ID:SR Sheppard Robson are the architectural designers for the office refurbishment project and have been asked to develop a scope of works / design for the exterior elements requested by Virgin Media. These elements are shown within this document.

Lichfields are the planning consultants selected by Virgin Media to work with the Design and Project teams to produce the Planning and Advertisement Application and to liaise with Reading Borough Council in relation to the Planning and Advertisement Application post submission.

PROJECT DESCRIPTION

ID:SR were appointed as lead designer in September 2018 to assist in the design for the new Virgin Media headquarters in Reading, 500 Brook Drive. The move to Reading will help deliver the new VM Smart Working Guidelines that are being implemented to help make the new facility work harder and provide a great place to work for all the various Virgin Media business groups who will now call 500 Brook Drive, Home.

The building consists of 120,000 sq. ft of office accommodation spread over 5 floors. The new facility will provide a modern facility for Virgin Media set within the wider Green Park office development in Reading. The building is approx 10 years old and as such the installed systems and fitout are in good condition. The design team have identified elements and spaces within the building that can be retained as part of the new project for VM.

It was identified that the VM brand was not represented effectively within the buildings that VM occupy. A Branding implementation strategy has been proposed so aspects of Brand run through all areas of the building and wider culture within the organisation. Much of this work is internal and falls outside the scope of planning control.

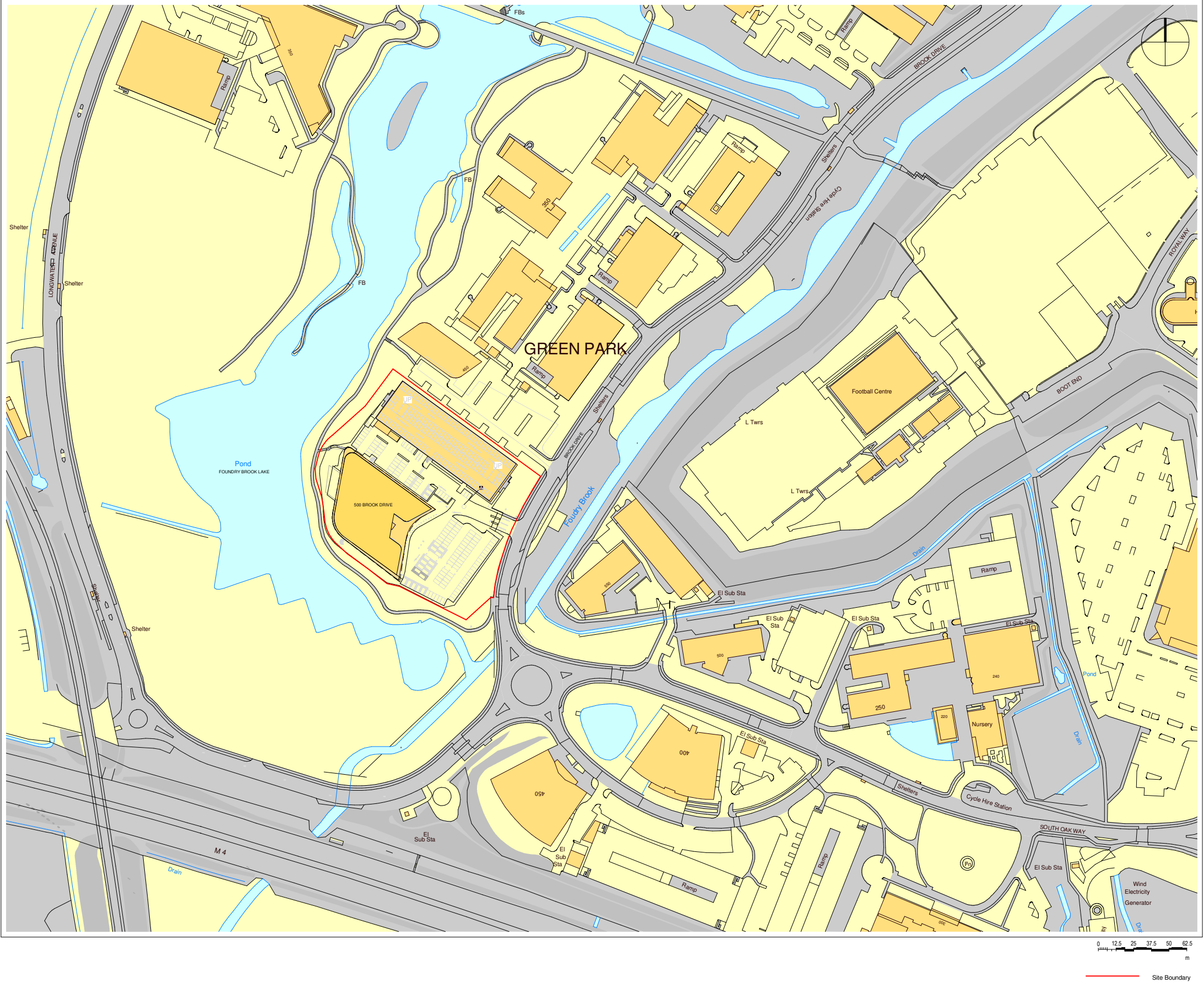
The new building is smaller than the Hook Campus but by utilising SMART Working strategies and employing desk sharing and job specific alternative work settings, the new building will work harder and will have a higher occupancy rate than was previously recorded in Hook.

The Stage 3 design documentation has been reviewed by the Green Park estate teams and Landlord representatives and they had positive comments around the proposed scheme.

THE PROJECT TEAM

Project Manager:	CBRE
Workplace Consultant:	CBRE
Interior Designer:	ID:SR Sheppard Robson
Brand Consultant:	D&P
Cost Consultant:	TCQ
MEP Consultant:	Elementa
IT / AV Consultant:	PTS
Security Consultant:	PTS
Acoustic Consultant:	Sandy Brown
Catering Consultant:	Humble Arnold
Principle Designer:	Walker Cotter
Building Control	Assent
Structural Engineer:	No Appointment at present
Fire Consultant:	No Appointment at present
Accessibility Consultant:	VM Team / Freeney Williams (direct to VM)
Planning Consultant:	Lichfields

| SITE LOCATION PLAN



| SITE BLOCK PLAN

THE BUILDING & SITE

The building sits at the far end of the Green Park business park in Reading and is close to the M4 motorway.

There is road access to the front of the property, other office buildings adjacent to the property and an ornamental lake to the rear of the property.

The building was constructed approx 10 years ago and has had a single tenant prior to Virgin Media's occupation.

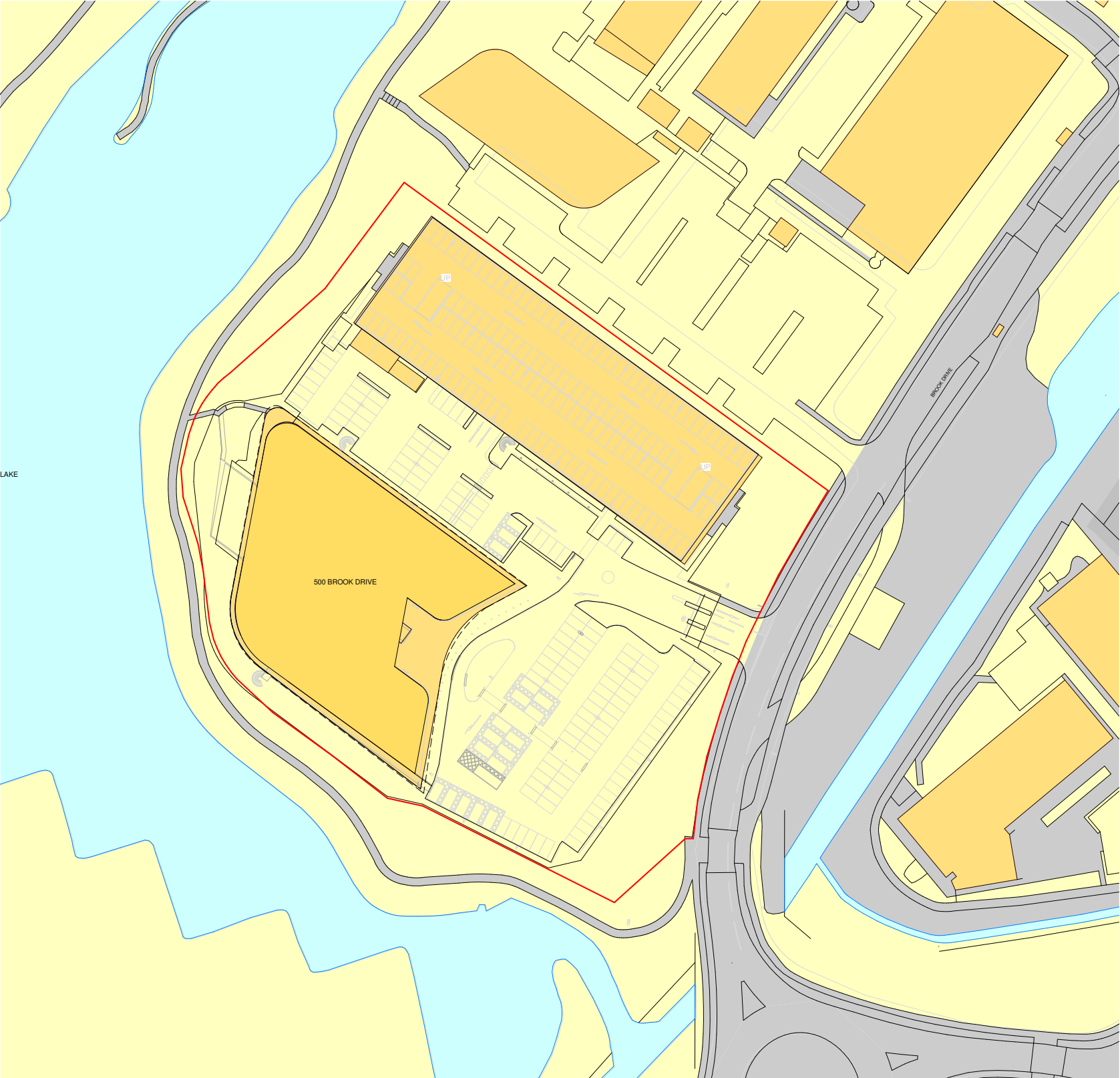
The building sits within extensive landscaping and includes external carparking to the front and side of the property where a 3 floor multistorey carpark is located.

There is rear access to a lake path through the existing secure fence line.

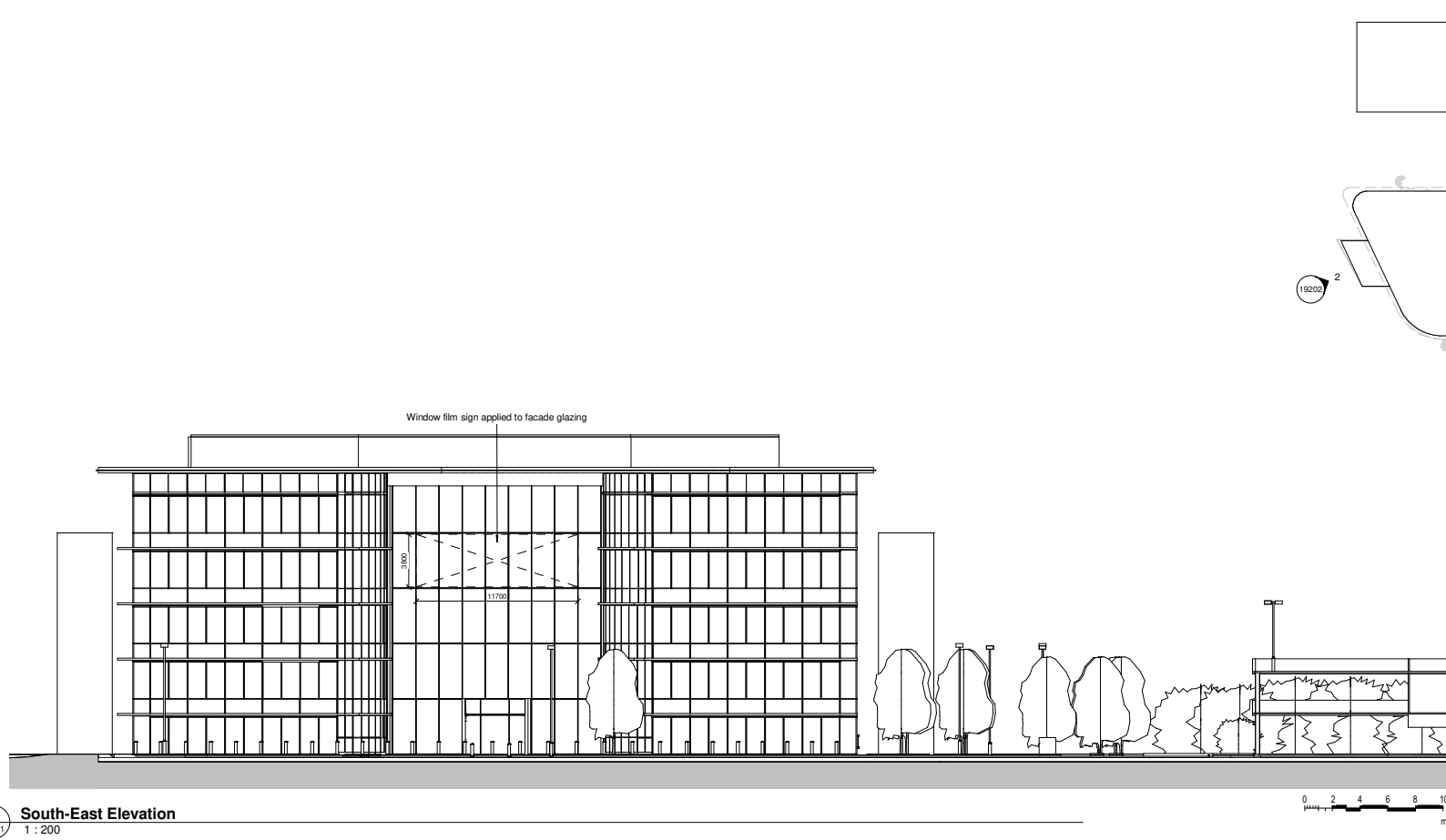
Signage consists of a large scale printed lit sign on the roof, attached to the plant enclosure screen.

There is a large scale vinyl logo graphic applied to the glazing at high level on the front facade.

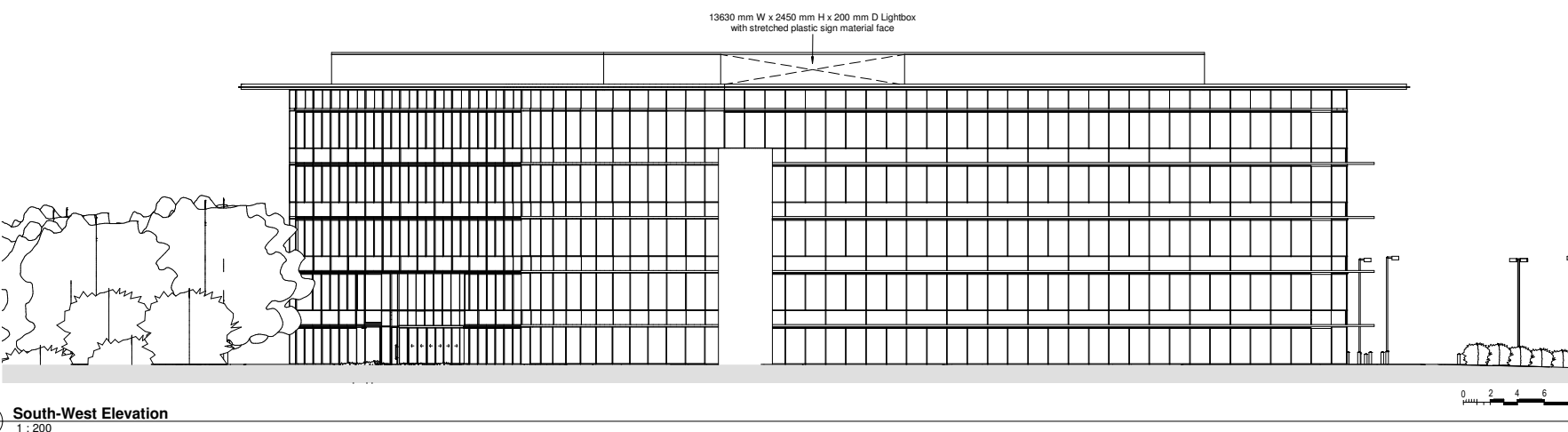
There are various low level small statutory signs located around the grounds within the boundary line of the property.



| EXISTING ELEVATIONS

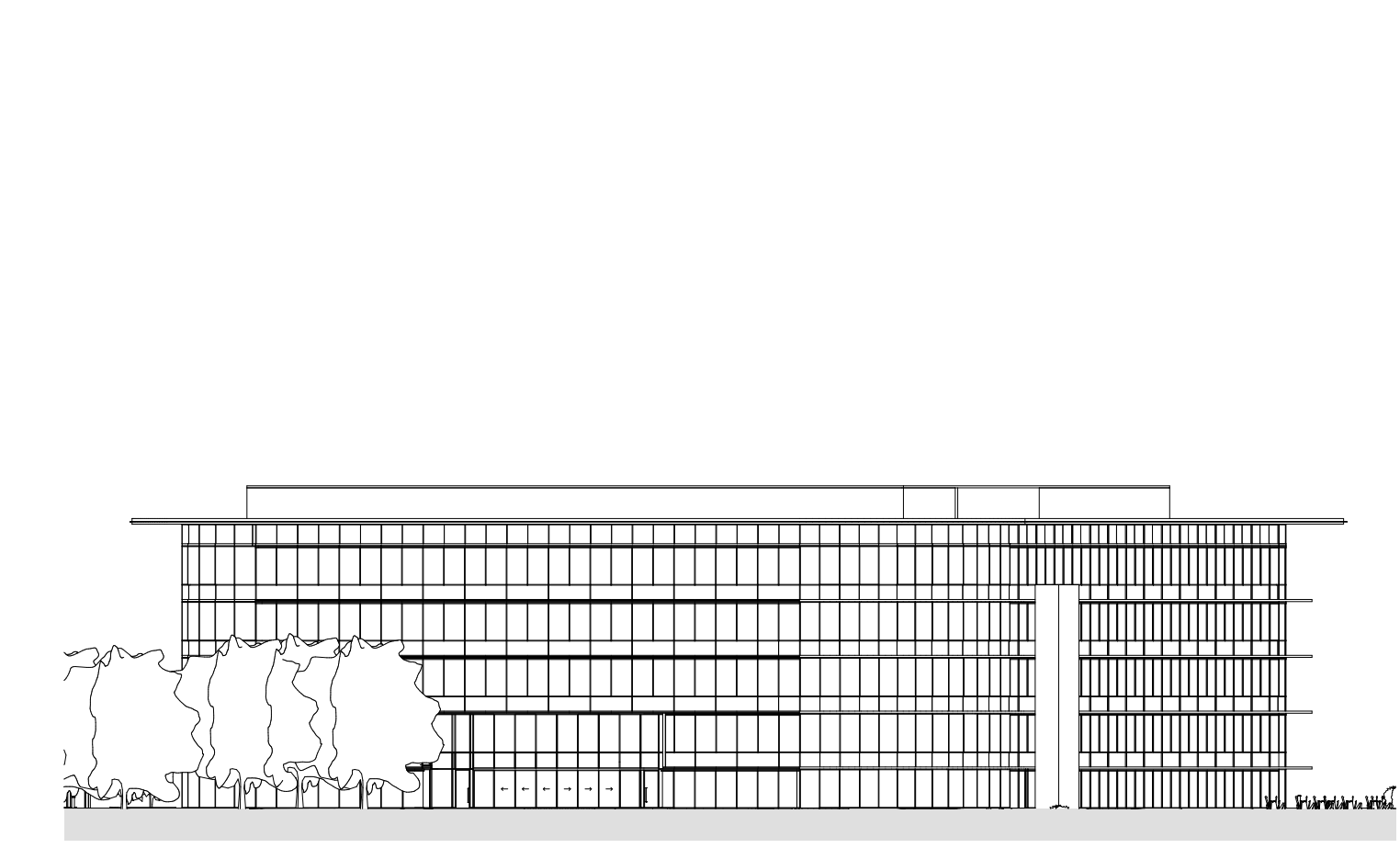


EXISTING FRONT ENTRANCE SIGN (FILM APPLIED TO GLAZING)

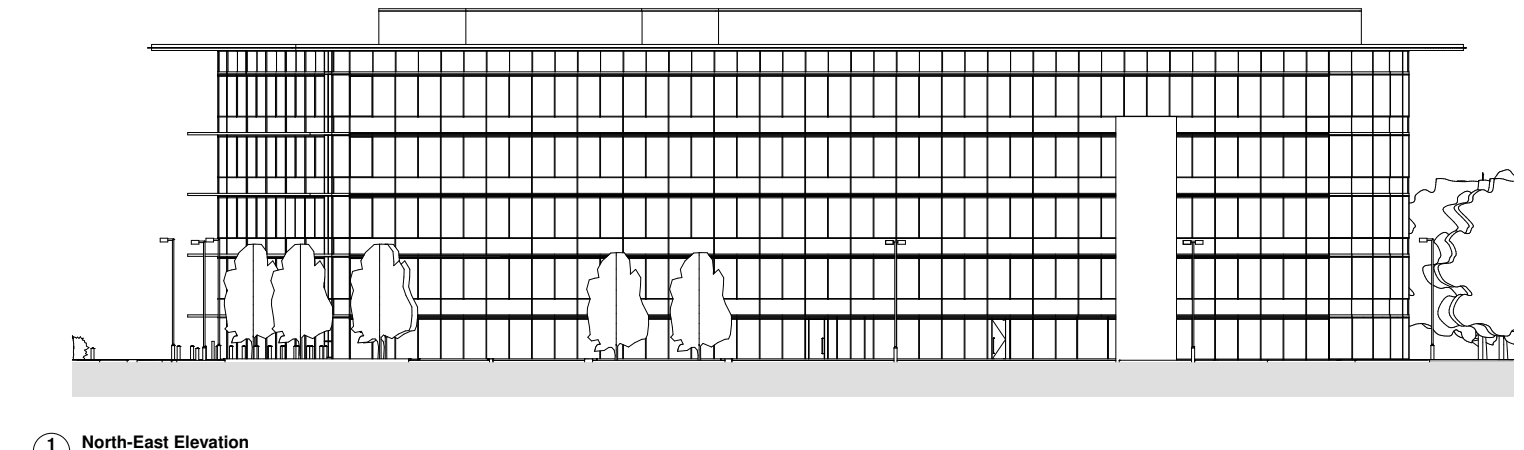


EXISTING ROOF TOP SIGN

| EXISTING ELEVATIONS



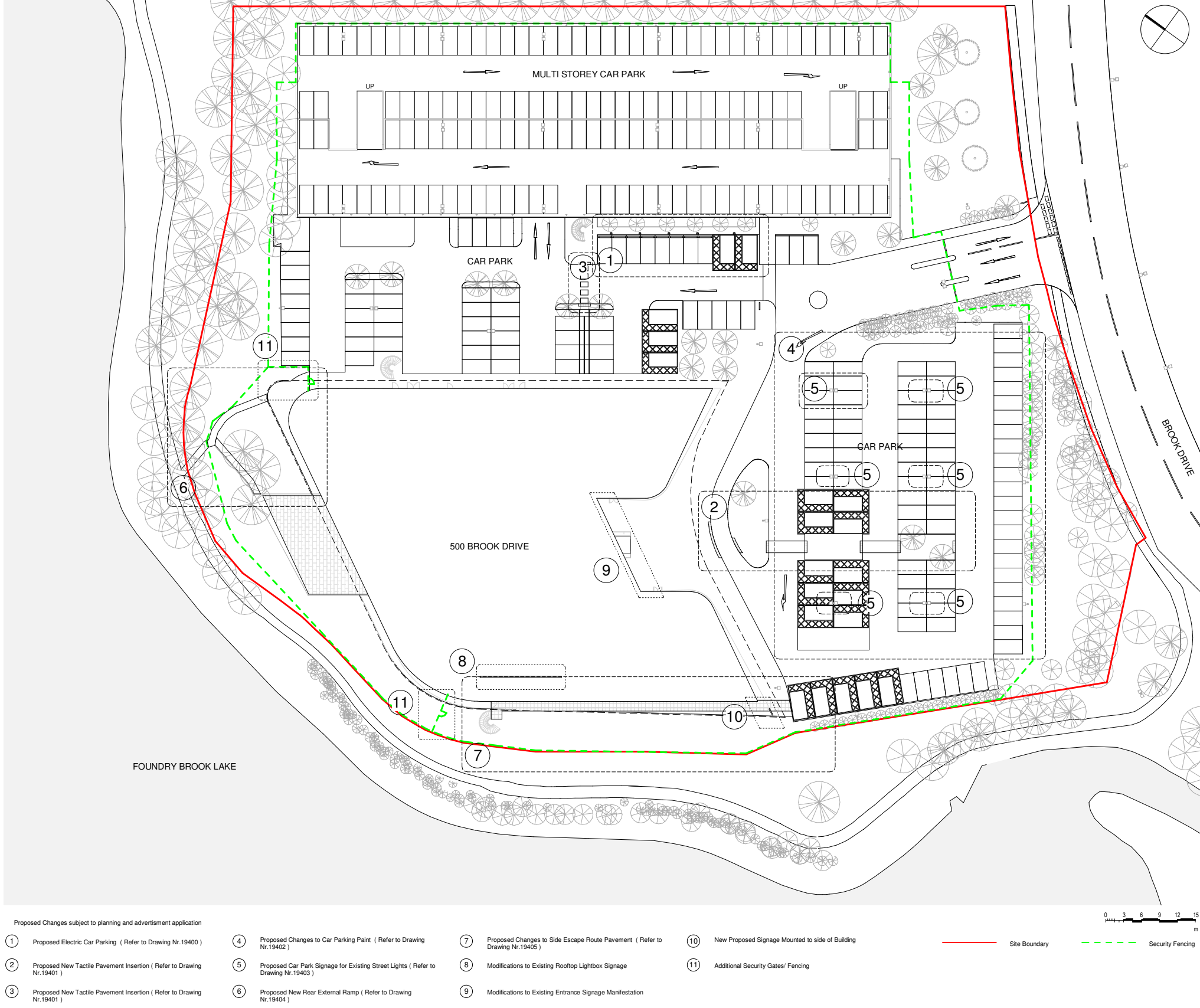
2 North-West Elevation
1:200



1 North-East Elevation
1:200

PROPOSED DESIGN CHANGES

| PROPOSED SITE MODIFICATIONS



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Welcome to

 500 Brook Drive

ALL OTHER WAYFINDING SIGNAGE WILL BE LOCATED IN THE SAME LOCATIONS AS EXISTING SIGNS AND WILL BE THE SAME SIZE AS THE CURRENT SIGNAGE. NEW SIGNS WILL BE BRANDED WITH VIRGIN MEDIA LOGO AND COLOUR SCHEME



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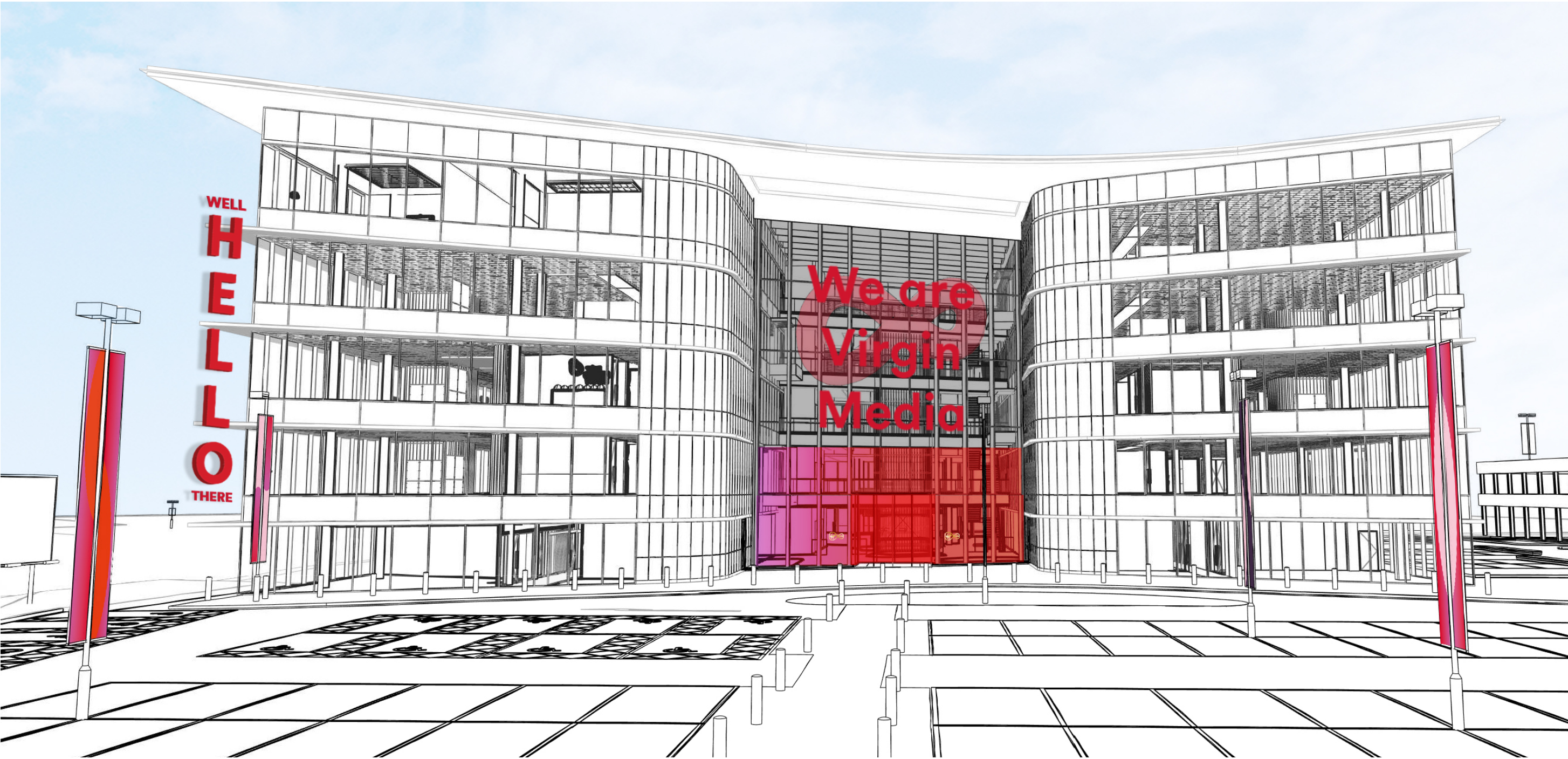
13630 mm W x 2450 mm H x 200 mm D Lightbox
with stretched plastic sign material face

New sign mounted to corner of building. Lettering to be fixed to back panel.
Exact signage design / fixing methods to be confirmed by signage contractor.
Lettering mounted to sign. Colour of letter to be Red (RAI 3020 Traffic Red)

Window film sign applied to facade glazing

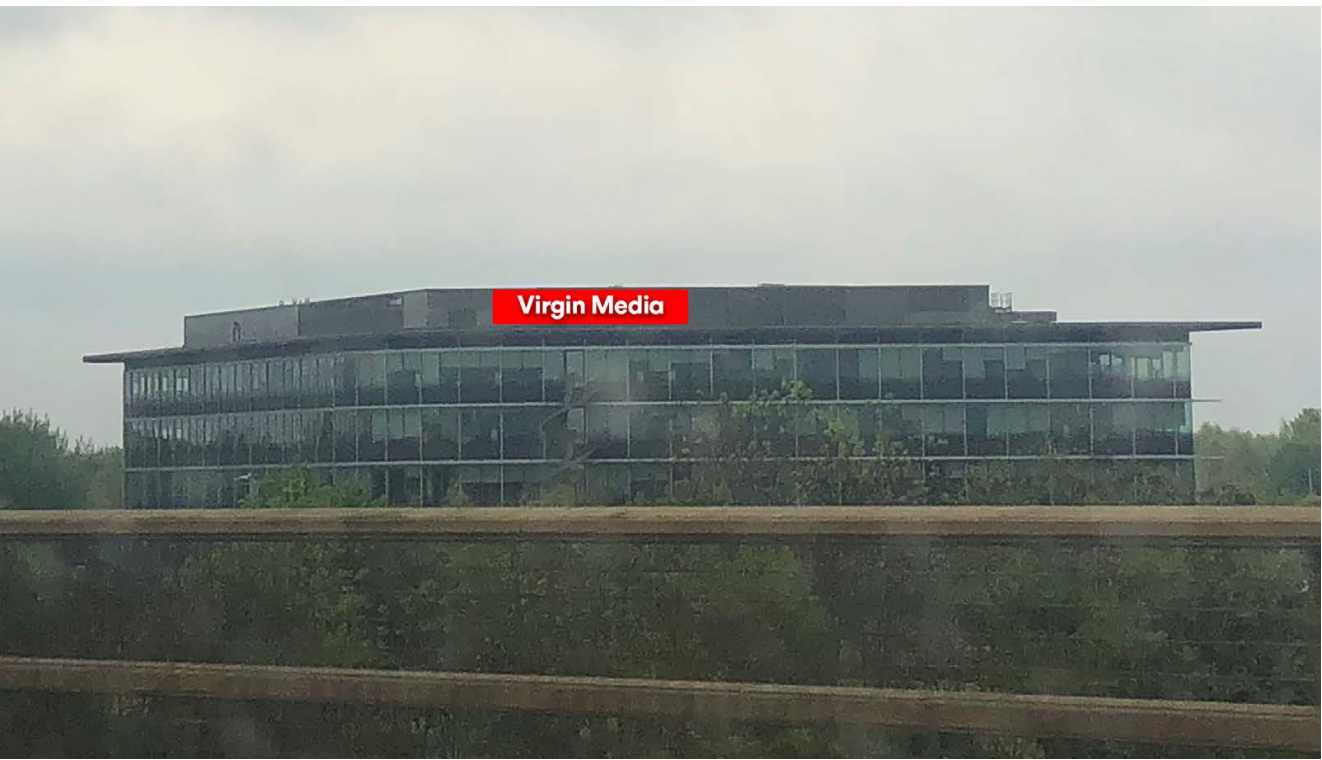
11700
8000

| PROPOSED SIGNAGE DESIGN - FRONT ELEVATION



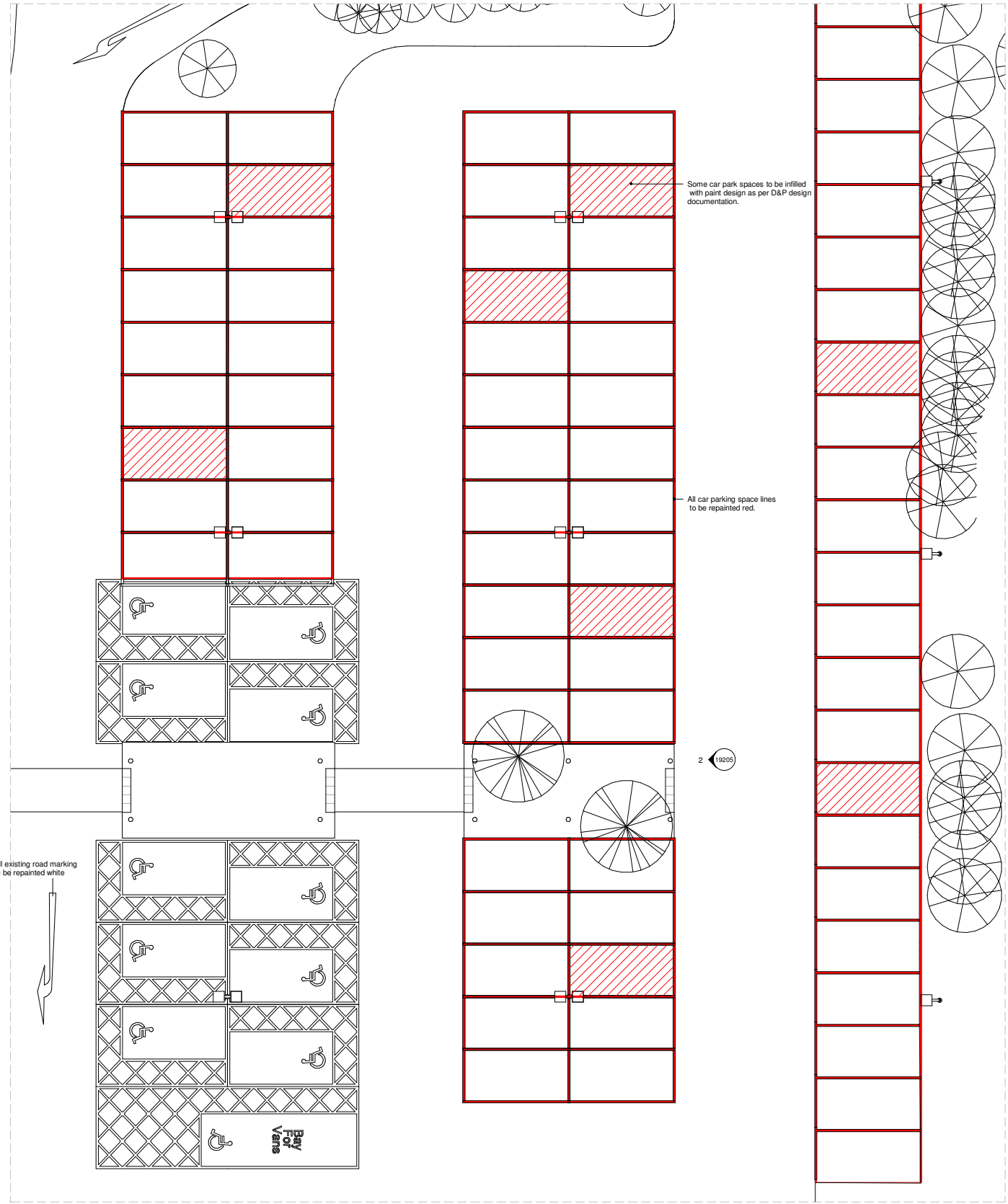
MANIFESTATION TEXT TO FRONT FACADE "WE ARE VIRGIN MEDIA"
SIGN MOUNTED TO SIDE OF BUILDNG. SIGN TO HAVE BACK PANEL AND WILL HAVE LETTERS MOUNTED TO THE SUBSTRATE.
EXACT DETAILS OF SIGN TO BE CONFIRMED BY SIGNAGE CONTRACTOR. SIGN IS SINGLE SIDED AND FACES CAR PARK.

| PROPOSED SIGNAGE DESIGN - ROOF LIGHT BOX



VIRGIN MEDIA HAVE PROVIDED OPTIONS FOR THE NEW SIGN MOUNTED ON THE EXISITNG ROOF LIGHT BOX.
GRAPHICS SHOWN ARE FOR ILLUSTRATIVE PURPOSES ONLY AT THIS STAGE UNTIL FINAL DESIGNS ARE FINALISED WITH VIRGIN MEDIA.
THE LIGHT BOX WILL BE USED AS PER THE EXISTING CONDITION. THE INTERNAL LIGHTING AND STRUCTURE OF THE BOX WILL REMAIN AS INSTALLED BY THE PREVIOUS TENANT.

| PROPOSED CAR PARK MARKINGS DESIGN



| PROPOSED CAR PARK MARKINGS DESIGN

EXTERIOR CAR PARK MODIFICATIONS

Maintaining existing car park layout, new graphics are proposed to infill existing markings that reflect the Virgin Media brand. Approximately 30 no. car park bays will be painted and will be evenly distributed across the car park, excluding the current accessible parking spaces.

The design of the infill car park spaces will be based on the adjacent image.

The existing line markings are to be repainted red to reflect the Virgin Media brand colours.

Two accessible parking spaces are to be converted to one extended accessible parking space for larger vehicles with rear access lifts.

Within the multi storey car park it is intended to infill the red line walk ways with a fully red zone with Virgin Media tone of voice messages.

The “Red Carpet” design may include tone of voice copy such as,

- The red carpet's yours*
- Rock the red carpet*
- Heyya, superstar*
- Sashay this way*
- Rock & stroll this way*
- Strut your stuff*
- Psst! Nice shoes*
- Work it, baby!*
- Give us a twirl*
- Your VIP treatment starts here*
- Walk this way*



CAR PARK PAVEMENT PROPOSED

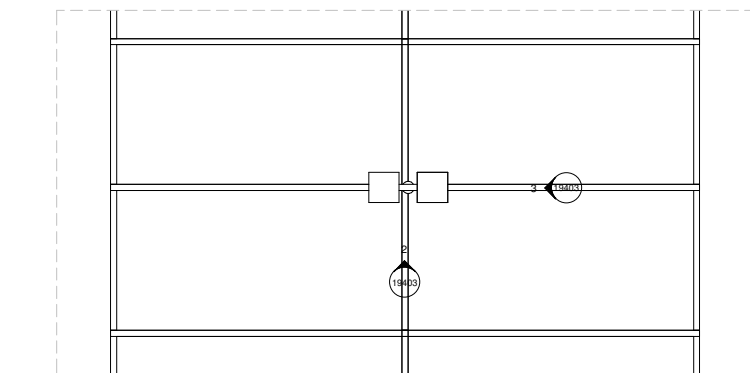


EXISTING CARPARK MARKINGS

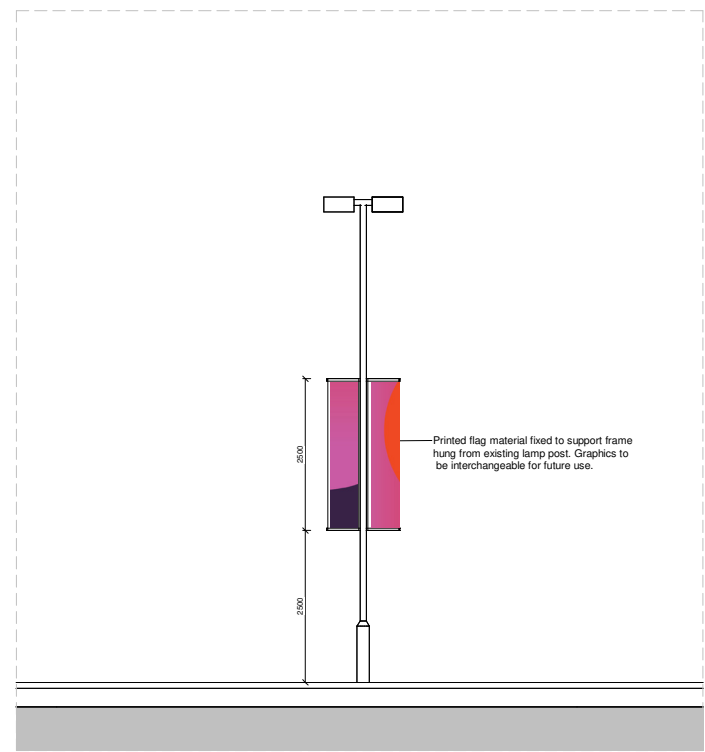


PROPOSED CARPARK MARKINGS

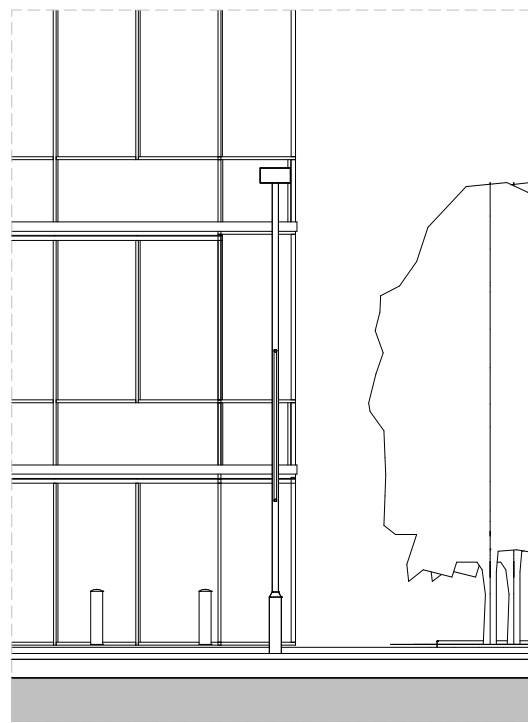
| PROPOSED STREET LAMP BRANDING FLAGS



1 Plan
1:50



2 Elevation A
1:50



3 Elevation B
1:50

| PROPOSED STREET LAMP BRANDING FLAGS

PROPOSED FLAGS

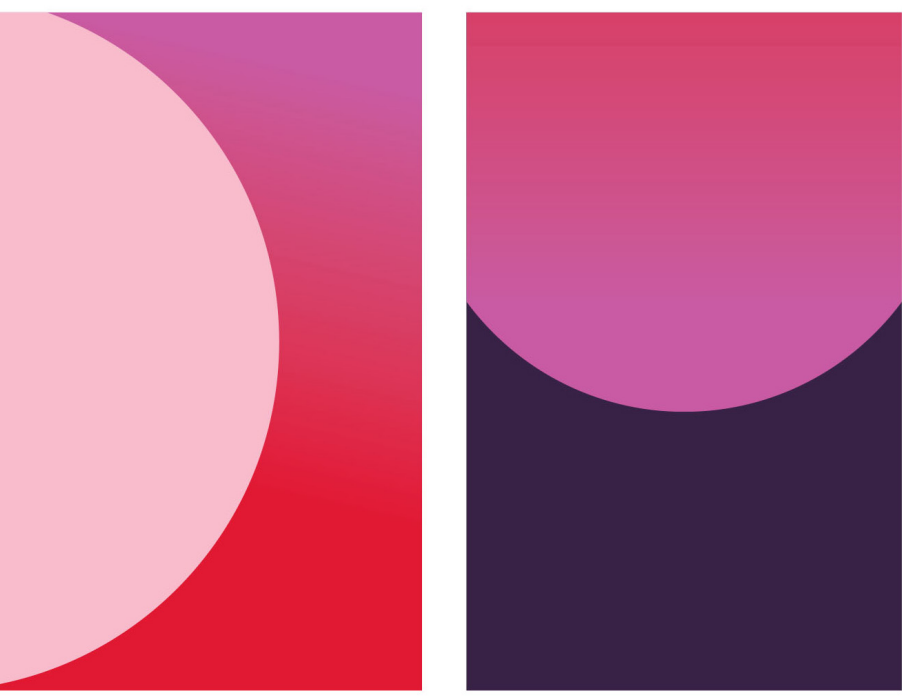
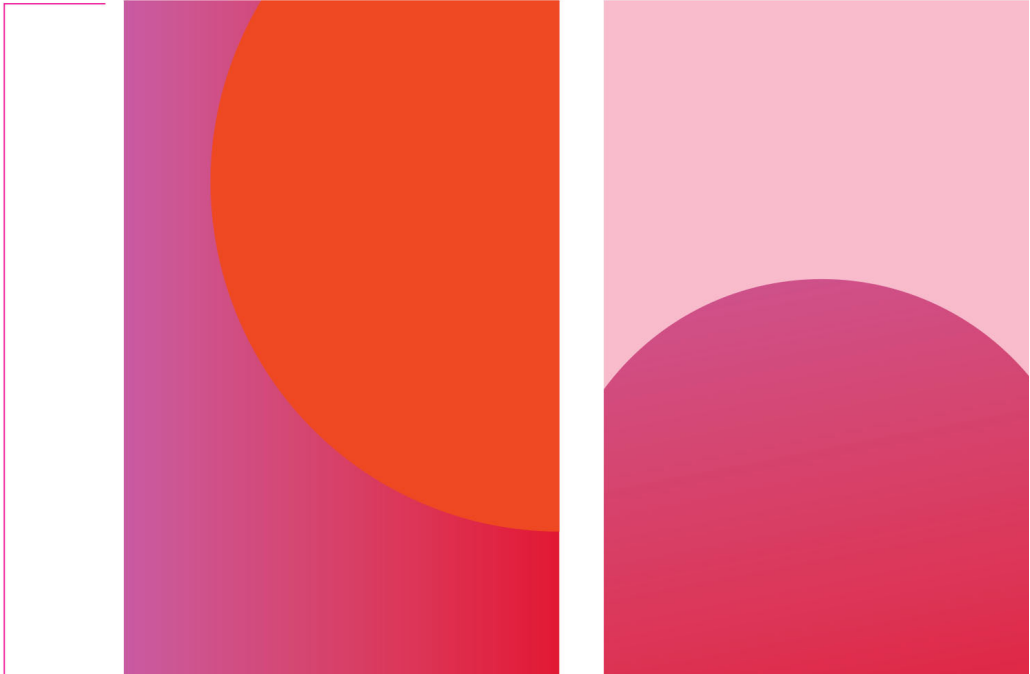
Virgin Media are looking to mount brand related imagery onto the street lamps located in front of the office building within the car park.

These tensioned flags will change when Virgin Media want to promote a new product or service.

The design of the flags opposite is for illustration purposes only until final artwork is produced.

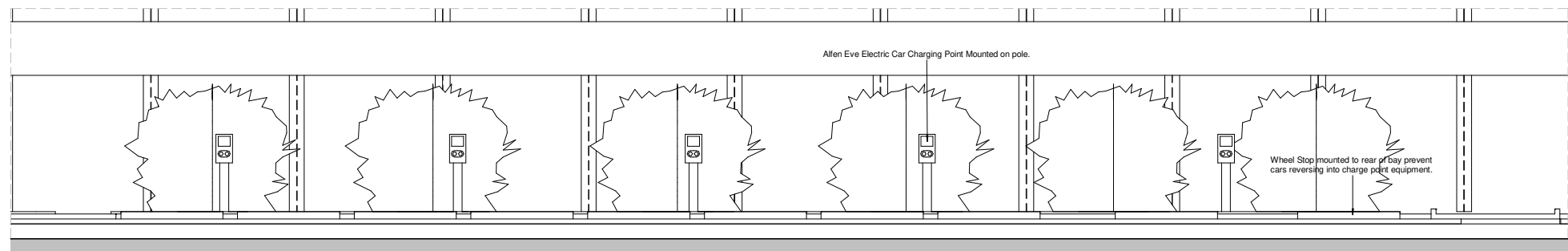
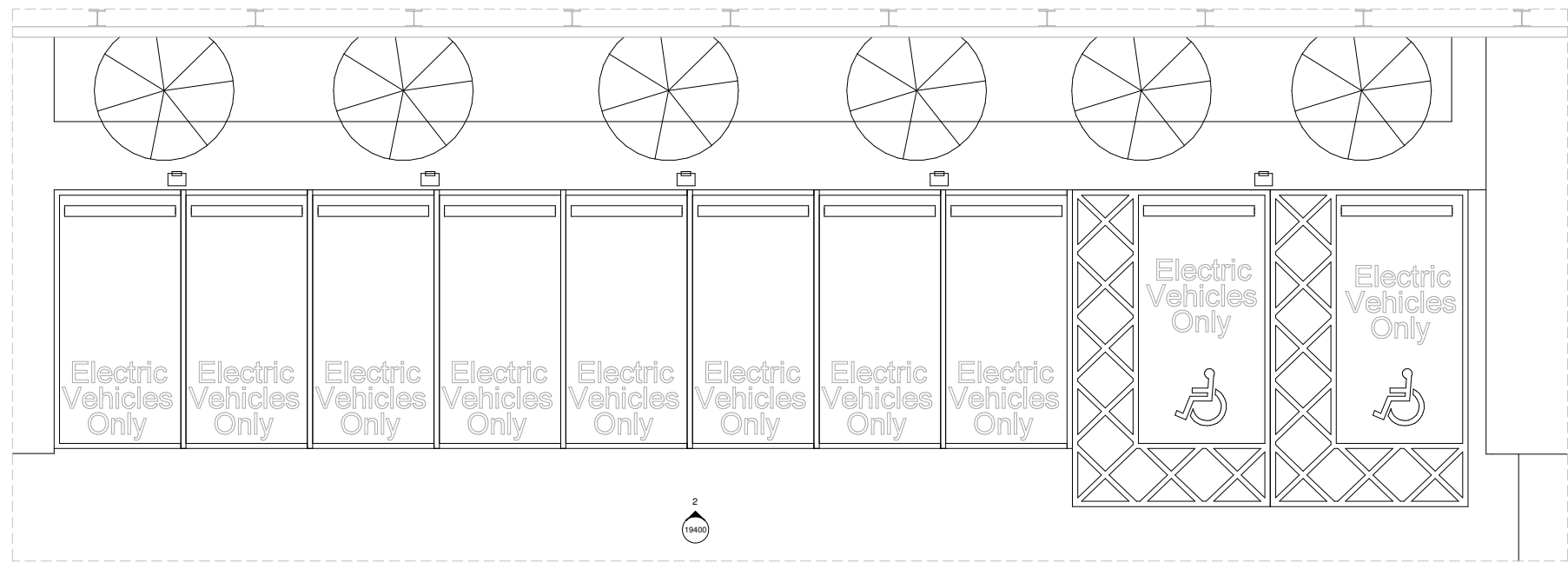
The contractor will propose the exact sytem to be installed.

2000mm



PROPOSED GRAPHICS FOR STREET LAMP FLAGS

| PROPOSED ELECTRIC CHARGING PARKING SPACES



| PROPOSED ELECTRIC CHARGING PARKING SPACES

PROPOSED LAYOUT

There are currently 11 no. existing car parking spaces to be converted into 8 + 2 disabled car parking spaces with electric charging points.

5 no. electric charging pole mounted equipment with 2 charging outlets to be installed into the existing pavement. The mounting pole will be painted Virgin Media Red (RAL 3020 Traffic Red)

Rubber wheel stops mounted on at the rear of each space are proposed to ensure the protection of the equipment from reversing cars.

Additional text markings painted within the bays are proposed to designate the bays for electric vehicle use only.



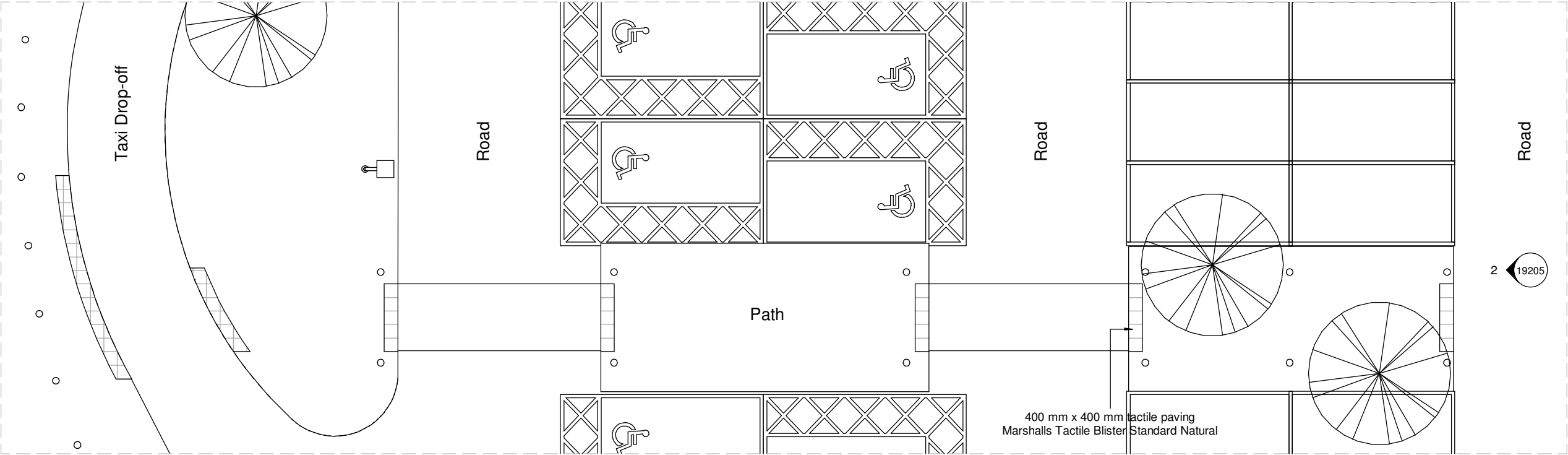
EXAMPLE OF SIMILAR ELECTRIC CAR CHARGING SPACES



EXAMPLE OF PROPOSED EQUIPMENT FOR ELECTRIC CAR CHARGING SPACES

| PROPOSED TACTILE PAVEMENT ADDITIONS

PROPOSED NEW LAYOUT FOR FRONT CARPARK TO TACTILE PAVING
INSTALLED TO EACH CROSSING POINT WHERE THE PAVEMENT MEETS
THE ROAD



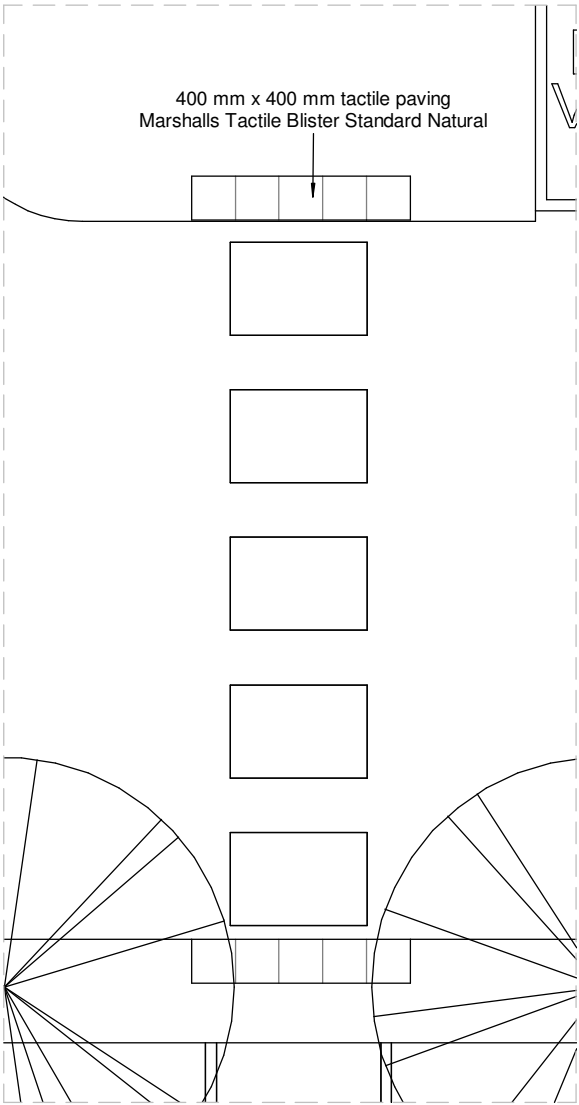
1 Plan
1 : 100

| PROPOSED TACTILE PAVEMENT ADDITIONS

IMPROVING ACCESSIBILITY AND SAFETY IN CARPARK

Currently tactile paving is not used in a consistent way throughout the car park at 500 Brook Drive. Some additional tactile paving is required to match the size and colour of the existing pavers. Overbury's sub contractor will propose the exact works required in relation to the areas shown.

PROPOSED NEW LAYOUT FOR ROAD CROSSING BETWEEN THE MULTI
STOREY CAR PARK AND THE BUILDING. TACTILE PAVING INSTALLED TO
EACH CROSSING POINT WHERE THE PAVEMENT MEETS THE ROAD



2 Plan
1 : 50

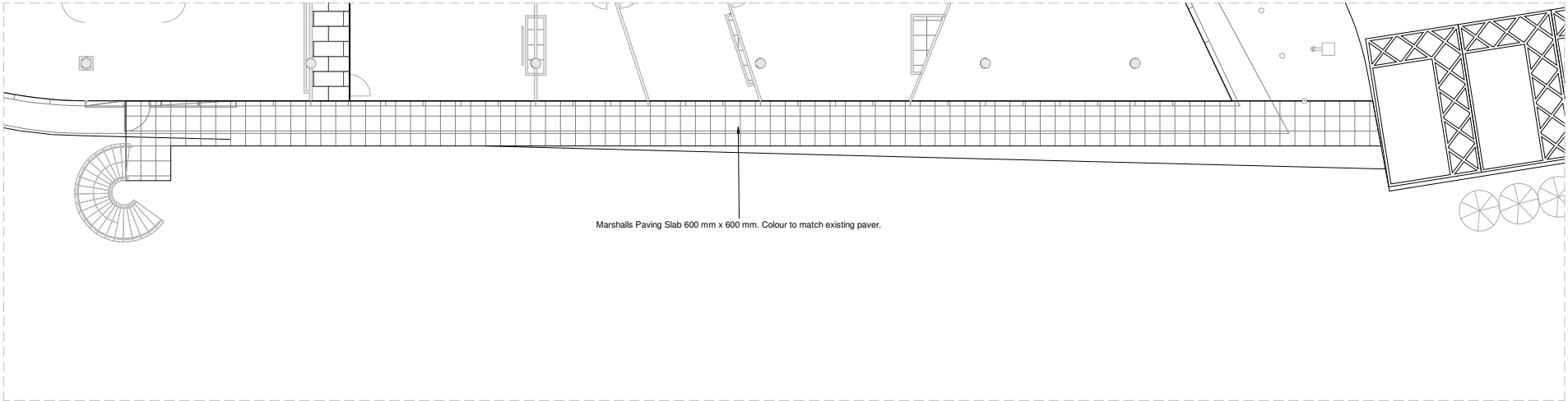


PROPOSED TACTILE PAVEMENT



EXISTING CARPARK ROUTE

| PROPOSED SOUTH FIRE ESCAPE ROUTE ALTERATIONS



| PROPOSED SOUTH FIRE ESCAPE ROUTE ALTERATIONS

NEW PROPOSED PAVEMENT FOR EXISTING FIRE ESCAPE ROUTE

The existing southside fire escape connects with the front car park muster points by making occupants walk over uneven hard standing paving. This would be problematic for users with accessibility issues.

A new exterior level pavement is proposed to connect the side fire escape staircase to the front car park where the fire muster points are located.

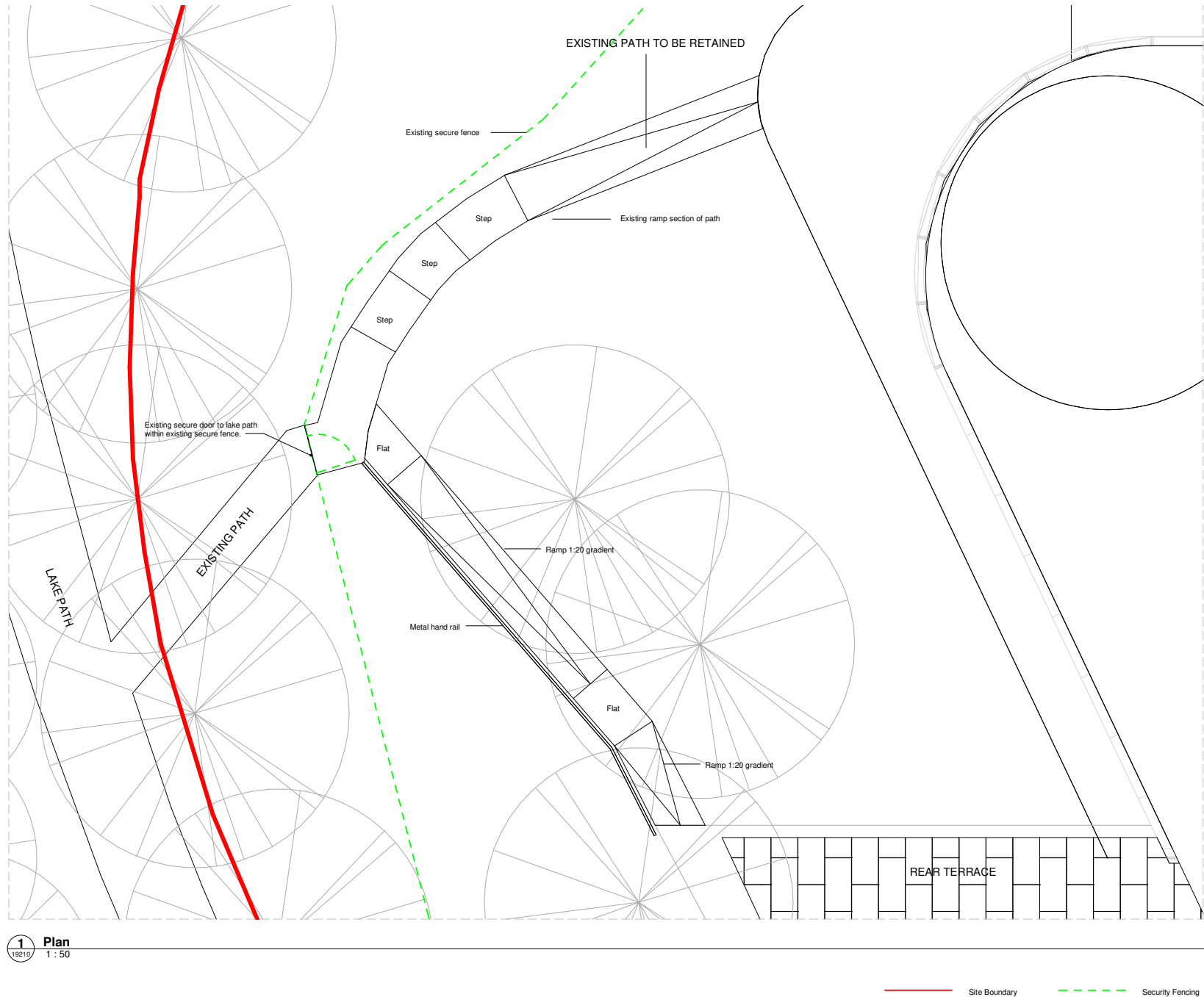
The new paving slabs will provide a smooth surface to reduce the risk of accidents and improve accessibility for people with reduced mobility.

Overbury's sub contractor will propose solutions for this area for review.



EXISTING ROUTE FROM THE FIRE ESCAPE STAIR OVER UNEVEN PAVING

| PROPOSED REAR EXTERIOR RAMP DESIGN



| PROPOSED REAR EXTERIOR RAMP DESIGN

PROPOSED DESIGN

Currently there is no disabled ramp access from the rear of the building to the existing lake path outside the Virgin Media demise.

Virgin Media would like to make this access more fit for purpose and install a wheelchair ramp in the vicinity of the existing stepped path for access for wheelchair users.

The design of the ramp would be in keeping with the existing path in terms of finish and appearance.

The ramp would be installed at a ratio of 1:20 incline.

The ramp would include an adjacent handrail.

Overbury's sub contractor will survey the groundworks required and propose an alternative route for the ramp if the designed route cannot be followed.



EXISTING PATH



EXISTING PATH