

DESIGN & ACCESS STATEMENT

The Market House - Reading

Sign A

1 No. aluminium pictorial sign is fixed at high level to communicate at distance the name and nature of the business in both directions to both foot and vehicular traffic. The area in which this sign has been located is a natural area and will not conflict with the buildings aesthetics or encroach on any architectural features such as lintels or window mullions.

Sign B

1 No. set of individual foamex letters have been located on the buildings natural area, this negates the need to apply a new fascia sign that would clutter the buildings aesthetics and look out of place against the buildings fabric. The letters are located where they do not encroach on any architectural features such as lintels or window mullions. The signage indicates to the public both the buildings function and also the access points to both foot and vehicular traffic at distance and creating a better flow of traffic for users of the outlet.

Sign C

2 No. Double sided fabric banners complete with angled banner poles.

Sign D

4 No. floodlights are fixed at high level to illuminate the building and highlight its presence to passing trade on an evening, creating a safer environment for foot traffic.

Sign E

5 No. lantern has been located to highlight the access to passing foot and vehicular traffic, creating a better foot flow to patrons wishing to use the outlet on an evening.

Contemporary design

The signage has been designed using contemporary materials and processes. The use of colours and letter styles has been chosen to be contemporary but not overpowering against the buildings aesthetics.