

**The Oracle Shopping
Centre Ltd**

External signs

Planning submission

24 September 2018

Holmes Wood

Introduction

Proposal summary

The Oracle is the foremost shopping and leisure destination in the Thames Valley region. 40-miles west of London, with one of the UK's busiest railway stations, Reading's proximity to the country's capital makes it a popular commuter town. The Oracle has transformed the retail and leisure offer for Reading and surrounding areas.

The Oracle's restaurant and leisure venue, The Riverside, is home to 21 cafés and restaurants including Jamie's Italian, Wagamama and Browns; it also houses a 10-screen Vue cinema.

It is important that visitors understand that The Riverside and the car parks are part of the overall offer of The Oracle. As such, the external branding / identification signs must connect the site together and offer a consistent visual language.

For the city's new (and regular) visitors to understand what the site has to offer, they will require a clear navigation tool to help them see what both 'parts' (e.g. Riverside and the Mall) contain, to navigate their way around the space and to interpret its connection to the surrounding area.

The key objectives of the scheme are to:

- enable visitors to orient themselves on the site
- clearly identify entrances to the development
- clearly show the different levels of the development
- inform visitors as to the offer located within each part of the development
- provide visitors with directions to key destinations
- enhance the permeability of the site to the surrounding area
- allow for updateability
- support onward connections to the community

Advertisement consent (170800) was granted in August 2017 for a number of high level fascia signs and wayfinding totems at The Oracle. The purpose of this document is to show the amended designs for three signs which previously received consent. These three signs are:

- EXT.06 – Riverside Car Park entrance
- EXT.08 – Riverside Car Park entrance
- EXT.31 Holy Brook car park entrance

Design and access statement

Car park arrival signs



The new Hammerson branding has been designed to respond to the specific site architecture and local character. It is appropriate to each site from both a design aesthetic and practical perspective.

The following design brief ensured the signs met with these key objectives:

- apply the mark/name consistently around the site to unite all buildings / areas and ensure the customer understands the 'parts of the whole'
- work across a range of architectural conditions and materials
- look 'timeless' and smart
- be robust and long lasting
- be practical in terms of manufacture and installation
- consider fixings and mechanics in terms of views from inside (behind glass) etc.



Signs will be manufactured from high quality materials and manufactured to withstand the weather and environment.

Placement strategy

Holmes Wood conducted a number of site visits to assess the positioning and scale of the new signs. Approaches to the site, on foot, by car and by public transport were considered in context of sightlines and elevations to ensure the appropriate number of signs were proposed for the most relevant locations.

Design and access statement

Materials and illumination

Materials are selected with reference to durability and maintenance relevant to the environment as well as sustainability in-line with Hammerson's policies.

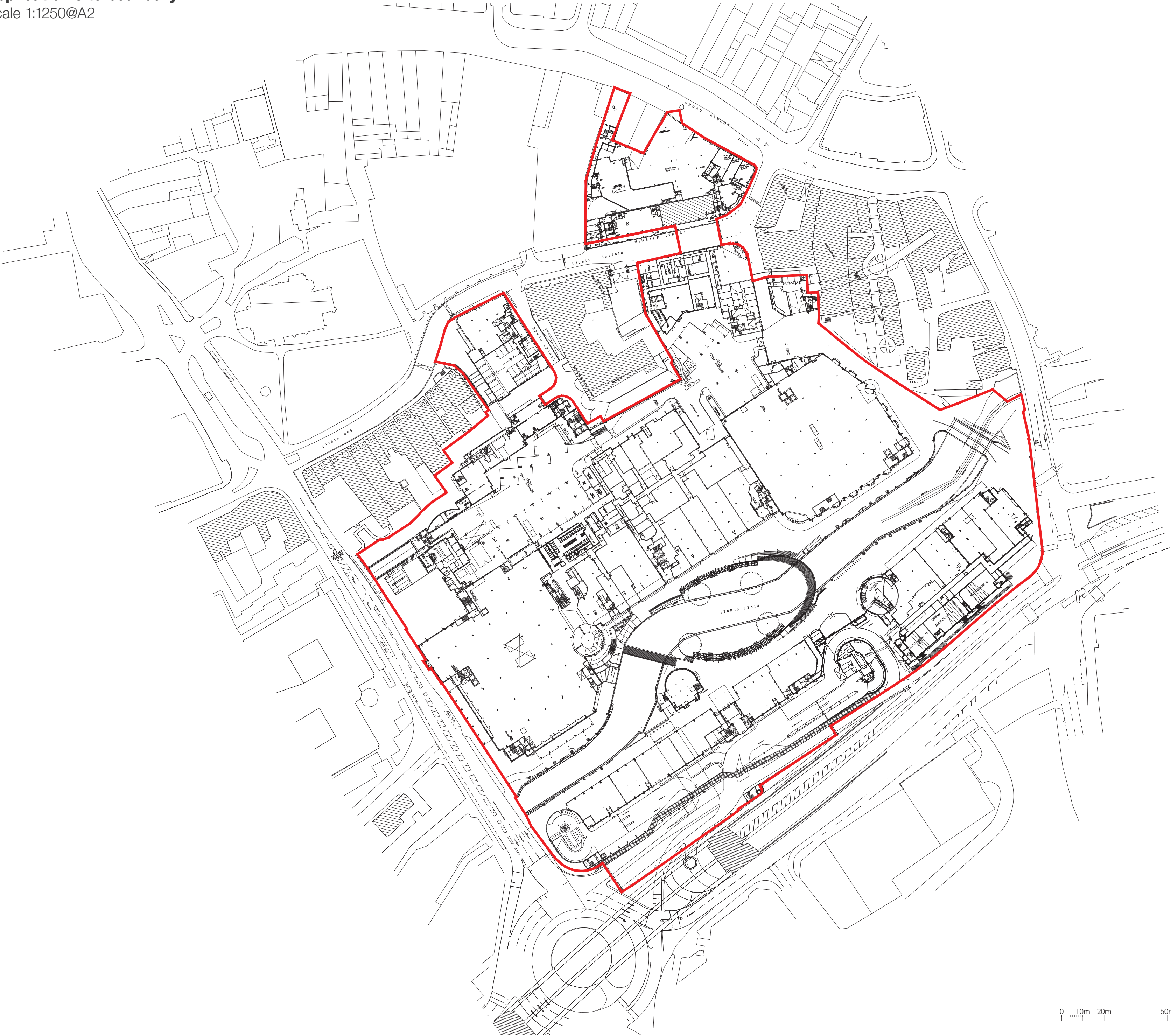
The building and wayfinding signs will be visible at night via internal illumination provided by LED light source. The lux levels of the external building signs will not exceed 400 cd/m2.

Ambient light provided by street lights and retail units will significantly mitigate any glare from the lighting on the signs.



Painted black panel with illuminated opal acrylic graphics

Application site boundary



Ownership Line line

Rev	Description	By	Date



Project
THE ORACLE SHOPPING CENTRE,
READING

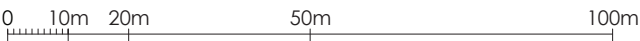
Client
HAMMERSON

Title
OWNERSHIP
SITE LOCATION PLAN - LEVEL 1

Drawn by ACD	Surveyor LDH	Date JUNE 2017
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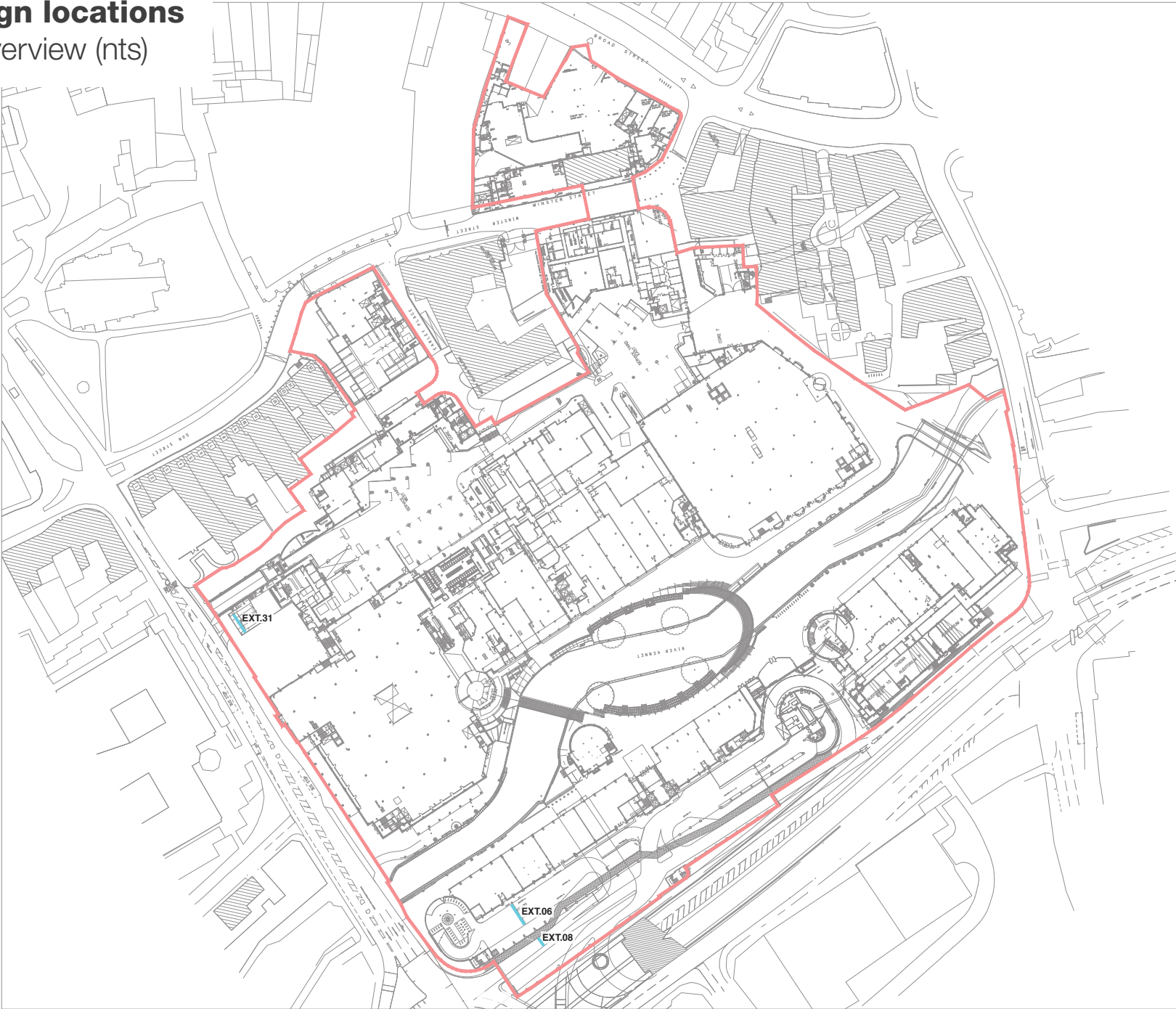
Scale
1:1250 @ A2

Drawing Number 090705-SP-007	Revision
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Sign locations

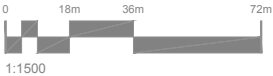
Sign locations Overview (nts)



NB Responsibility is not accepted for errors made by others scaling from this drawing. All construction information should be taken from figured dimensions only



Ownership Line line



Rev Description		By	Date
			
Project THE ORACLE SHOPPING CENTRE READING			
Client HAMMERSON			
Title OWNERSHIP SITE LOCATION PLAN - LEVEL 1			
Drawn by CAB	Surveyor LDH	Date OCT '16	
Drawing Number 090705-SP-001		Revision	

External high level signs

General construction

Car park arrival sign

Overview

Description

Fabricated aluminium sign panel mounted to mild steel structural gantry. Panel and posts painted Colour A to all sides and edges, white graphic detail to match Colour B to base of poles. Panel to be of appropriate thickness with internal support as required to ensure no warping or flexing across face.

Sign box to have crisp 90° corners and internal illumination via LEDs to 4000K temperature. Illumination levels not to exceed approx. 600 cd/m2.

Opal acrylic graphics pushed through aluminium to finish flush with face. Letters to illuminate white; icons to illuminate white (Colour B), blue (Colour D) and red (Colour C). Graphics to have crisp edges and sharp corners with minimal tolerances between materials.

