

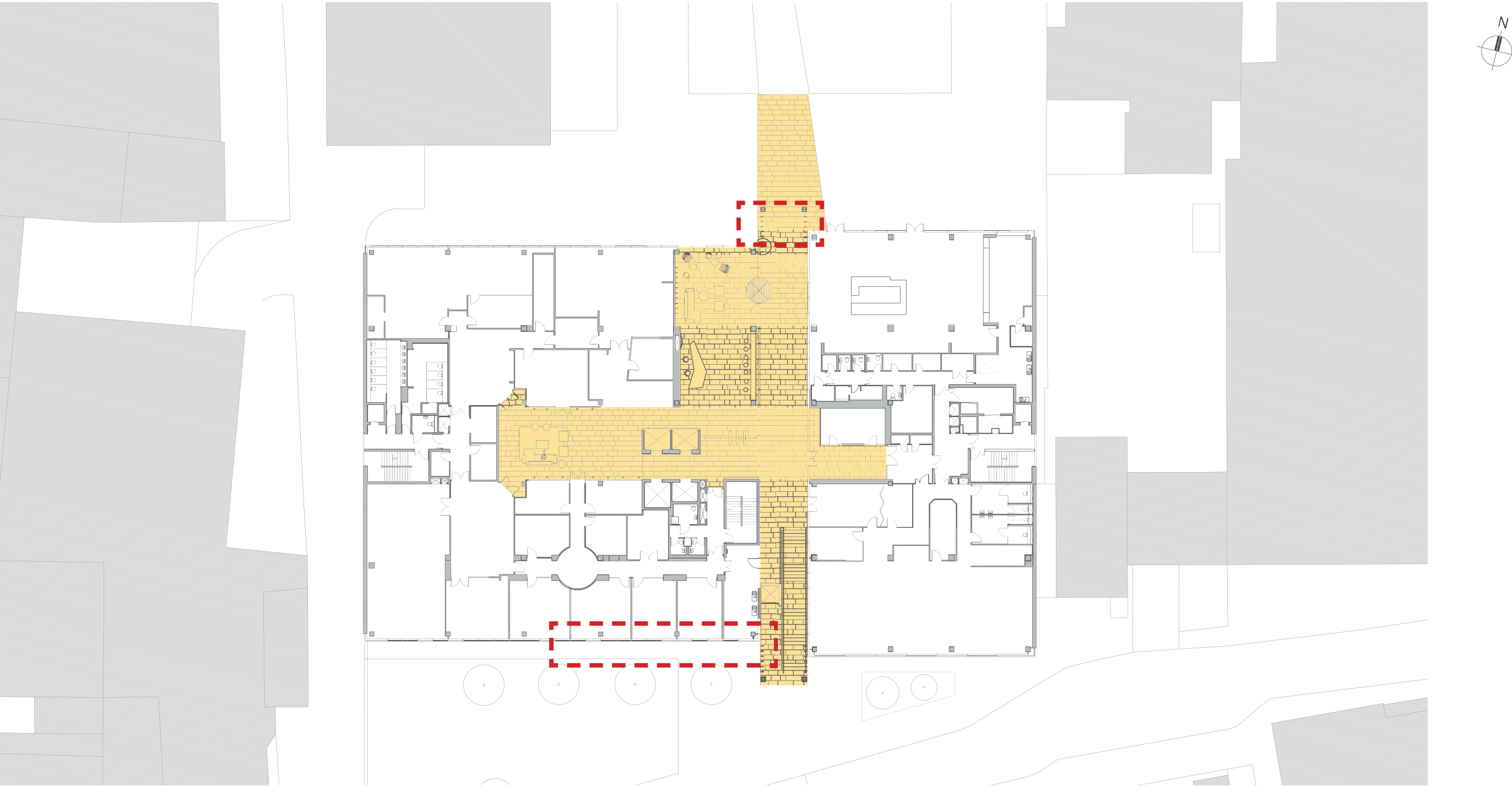
DAVIDSON HOUSE | READING



BUILDING SIGNAGE - ADVERTISING CONSENT

1.00 Location plan

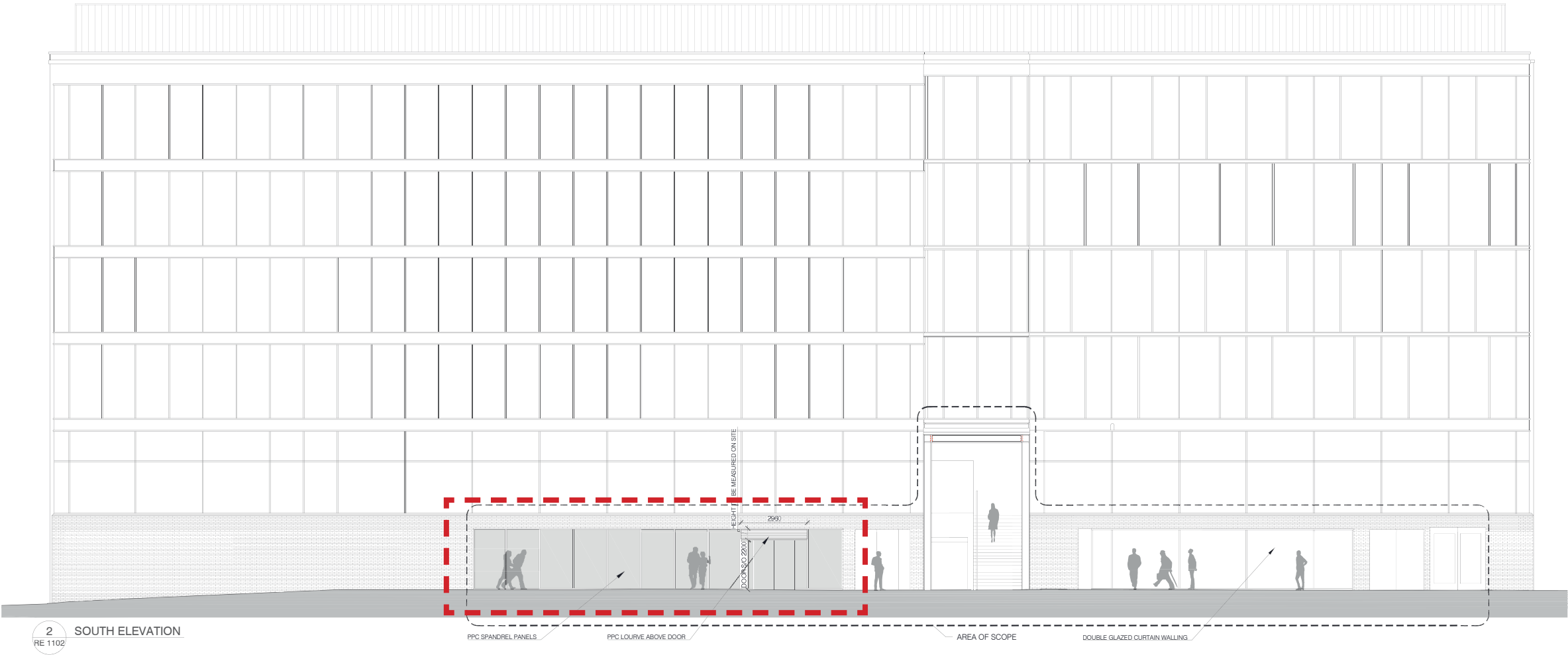
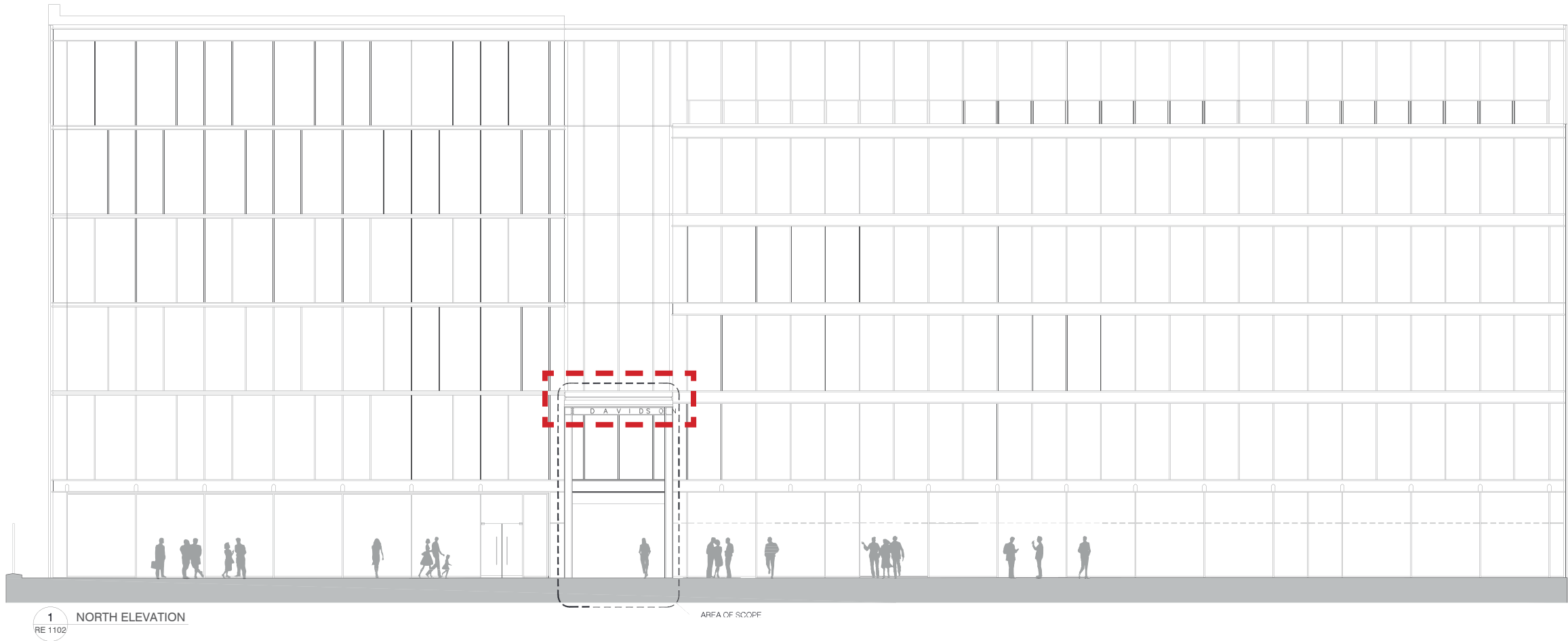
- Building signage (2 locations)



Site plan

1.01 Location on elevation

- Building signage (2 locations)



North + south elevations



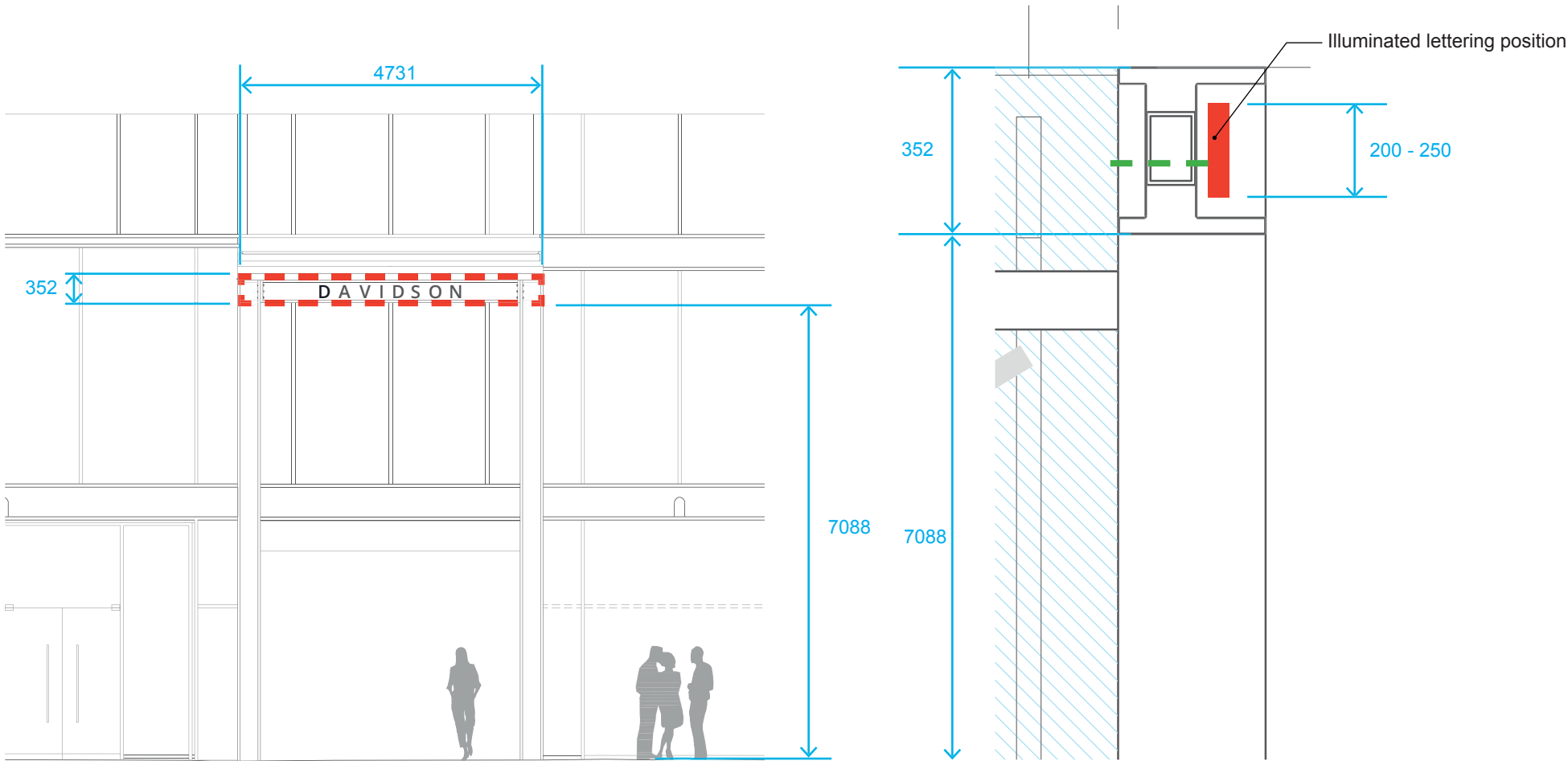
1.02 Proposed Building Signage

Integral to the design and presentation of the building is the physical and visual naming of the building. The portal proposals, consented in February 2018, have sort to re-establish a point of entry into the building but to complete the process, the introduction of building signage is for onlookers to recognise the building and distinguish it from the other buildings within Forbury Square. At ground floor, the restaurant tenant, Carluccios, has visible signage hence the building needs is own installation to identify itself in a similar manner.

The proposed signage will consist of the building name, Davidson, formed with individually spaced illuminated lettering. The proposed position of these letters will essentially sit within the web of the head of the portal structure at an elevated height of approximately 7.1m above the pavement level. The lettering will fill a portion of the portal - not the whole width.

Each letter will be backlit via integrated fittings located with the rear section of the letter. The light source will be a high-efficiency LED fixture to allow for precise colour matching with surrounding lighting to the building and architectural elements. The light source will be feed from the rear via conduit which also provides power to the other architectural lighting to the portal and would also be controlled via the BMS. The lighting is for aesthetic purposes only hence of a very low level to avoid any outward pollution or nuisance.

Each letter is bespoke and made to the highest quality and materials. The face of the letter will be metal in finish with an opal acrylic chassis for the LED strip fitting.



North elevation
Measurements in millimetres

Side Elevation
Measurements in millimetres



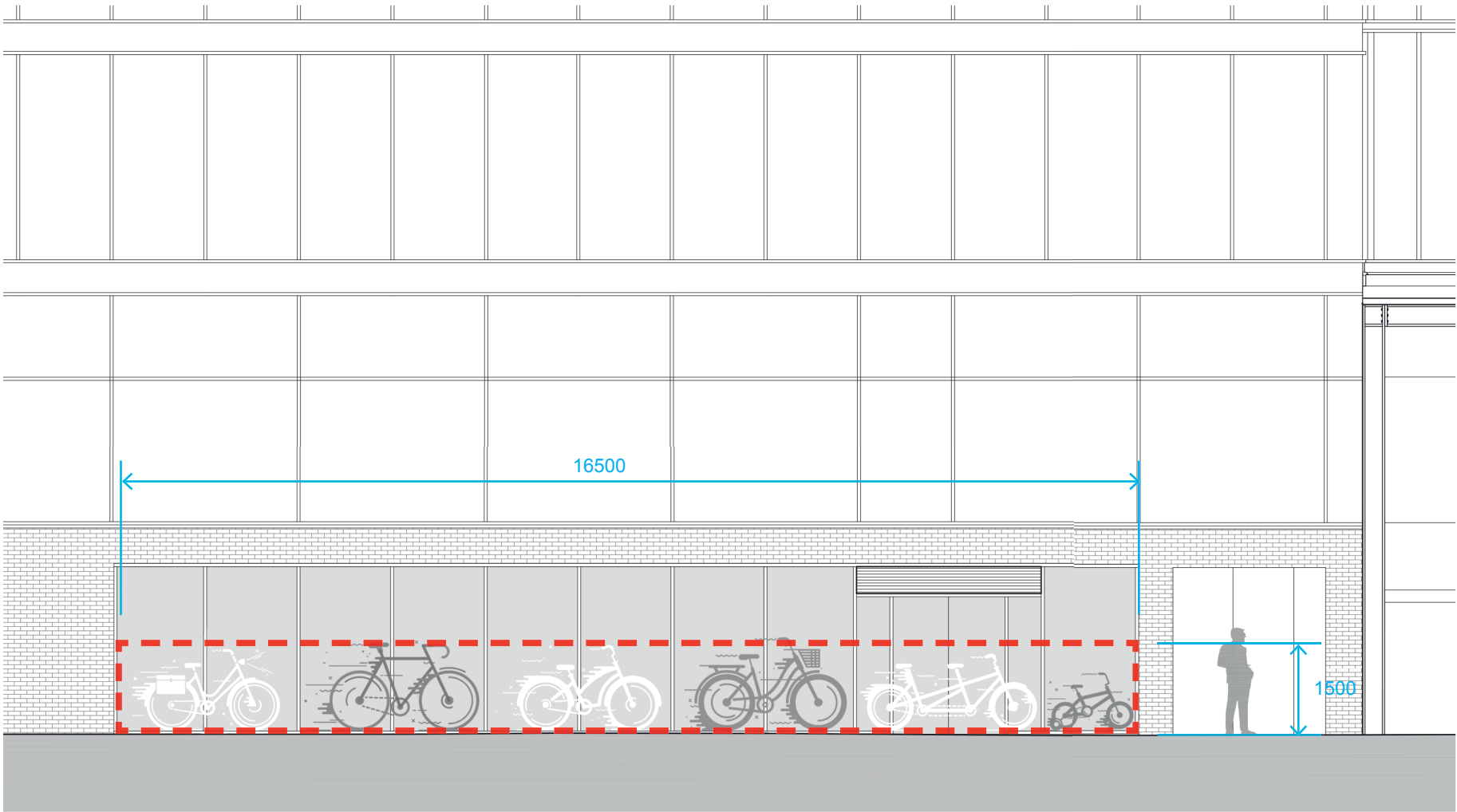
Typical fitting + installation

1.03 Proposed Building Graphics

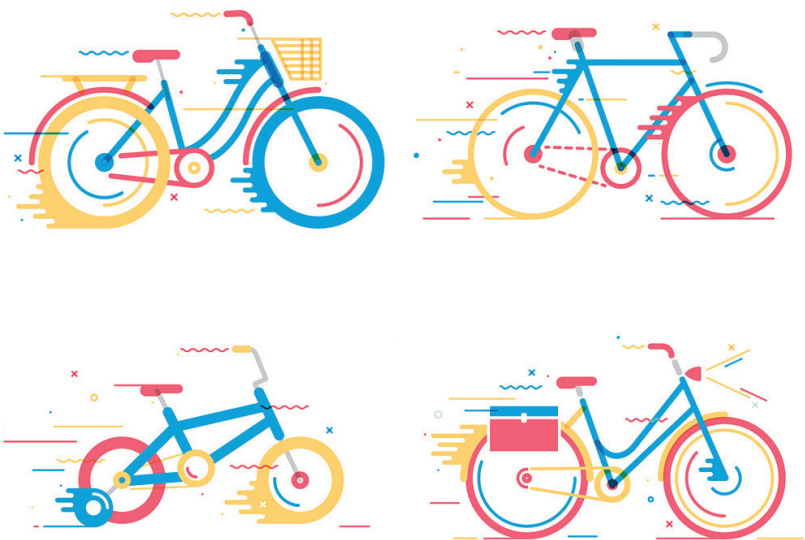
The proposed building graphics area is located on the new facade to Abbey Square at street level. The current elevation consists of curtain walling system with spandrel panels and to demonstrate the use of the space behind, the simple introduction of bicycle-based graphics will actively identify this area as the access to the cycle store while positively promoting cycling to and from the workplace.

Each graphic is approximately 1.5 x 3m and when combined together the full extent will measure approximately 16.5m in length.

Each illustration will be printed as vinyl graphics then applied directly to the elevation. The colour palette of the graphic will be limited to 3No. colours; black, light grey and 'bronze' colour to reflect the branding of the building.



South elevation
Measurements in millimetres



Typical graphic + installation

1.04 Proposed CGI



CGI of proposed signage installation



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