



 BROAD STREET MALL, READING
FOUNTAIN HOUSE EXTERNAL LIGHTING
NOVEMBER 2017

FOUNTAIN HOUSE

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1.0 Introduction

This **Design and Access Statement** accompanies a **Planning Application** for installation of external lighting and signage to Fountain House in Reading.

The application covers proposed works to include:

Addition of external lighting at second floor car park level to provide up-lighting to building facade

Addition of cut-out lettering signage mounted to the East and West parapets

The aspiration of the application is to increase the profile of Fountain House to create an iconic addition to the Reading skyline.

As part of an ongoing series of works to improve the quality and profile of both Broad Street Mall and Reading city centre, the application seeks to re-instate Fountain House as a key destination within the city and offer a positive and recognisable beacon for the local population.

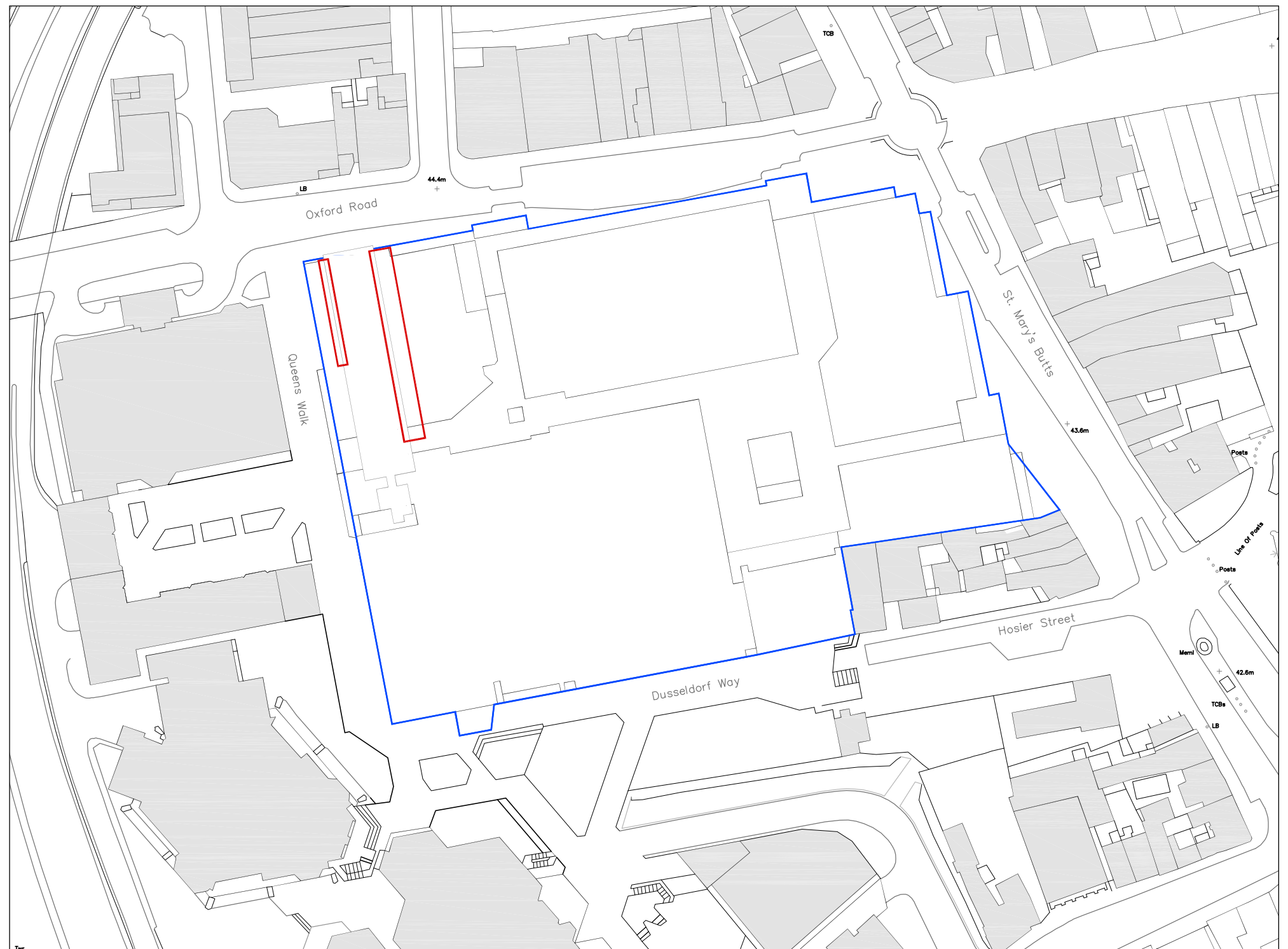


2.0 Assessment | Site Location

Fountain House is located at the corner of Queens Walk and Oxford Road and forms part of Broad Street Mall, Reading RG1 7QE.

The building itself sits atop Broad Street Mall, with access points from street level on Queens Walk (Main Reception) and Level C of the Mall car park.

The specific site location for the application, takes in 2No. areas at the perimeter of the existing roof parapet, on the East and West facade respectively, as well as a small area at the base of the tower, adjacent to the existing car park, as highlighted on the adjacent drawing.



2.0 Assessment | Site Analysis

Fountain House is an existing eight-storey office tower which sits atop Broad Street Mall in Reading.

Upon completion in 1971, the tower became one of the tallest and most recognisable structures on the Reading skyline. The building served as a figurehead for the popular Butts Shopping Centre (now Broad Street Mall) below, positioned on the key arterial route of Oxford Road. Due to its notoriety and landmark position, the site itself was often referred to as Fountain House by local residents and visitors alike.

In recent years, developments throughout the city centre have repositioned Fountain House within the urban landscape. Whilst it remains one of the more prominent buildings on the Reading skyline, its identity and notoriety among the local population appears to have reduced.

Inception (Reading) SARL acquired both Broad Street Mall and Fountain House in 2015 and have since invested two million pounds to refurbish the office block to improve the quality of the internal spaces and surrounding public realm with the aspiration of returning the iconic structure to a key position within the region.

The ongoing Tall Building Strategy across the city has provided a number of exciting landmark buildings and continues to offer exciting opportunities for development throughout Reading. In tandem with these developments, this application seeks to reinvigorate and reinvent Fountain House, returning it as both an exciting location and key landmark for the city.

The rooftop of the existing building currently accommodates a number of antenna and communication masts, which are accessible and maintained from within Fountain House.

In order to facilitate the running and active maintenance of the equipment at roof level, there are a number of existing access routes, structural fixing points and power supplies to the area. Regular access can be obtained via the access core within Fountain House, through a secured access door.



Existing communication masts and antenna



3.0 Proposal | Overview

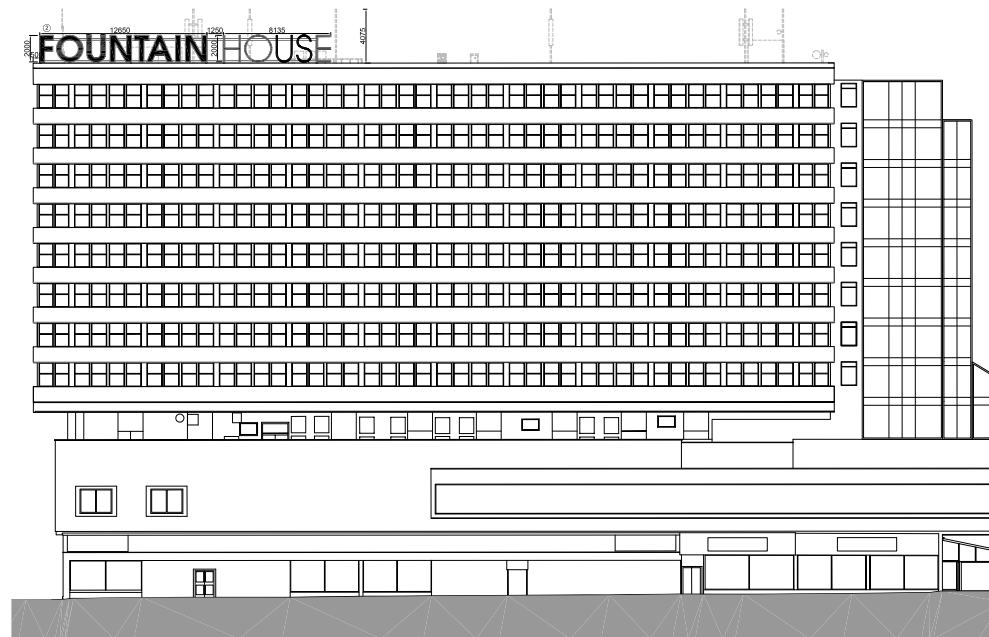
The proposed works which form the application are made up of two key elements:

- Installation of 21No. LED spotlights with RGB colour change profile, fitted to Second Floor plant deck at base Fountain House, adjacent to existing Mall Car Park.
- Installation of face illuminated individual lettering signage the Northern edge of the East and West facade parapets. Signage lettering to be made of powder-coated back trays with internal LED boards and opal acrylic diffusers.

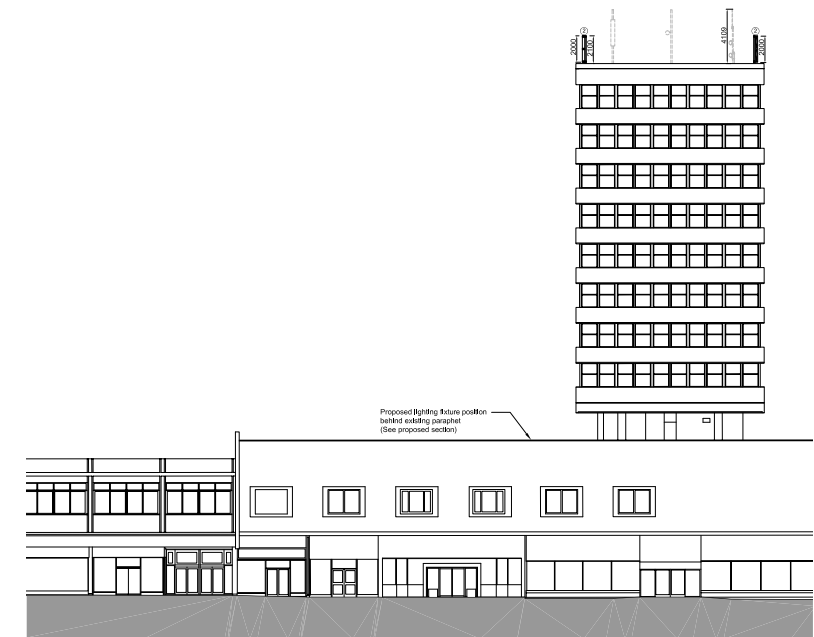
The rooftop signage would be secured to the existing roof structure via structural posts and a steel sub-frame. This has been designed to withstand the necessary wind loading and live loads that could occur due to the elevated position of the signage itself.

There is an existing access walkway to the roof, which is currently used to maintain the existing antenna and communication masts. This existing route would be used to access the signage during both the installation phase and for recurring maintenance thereafter.

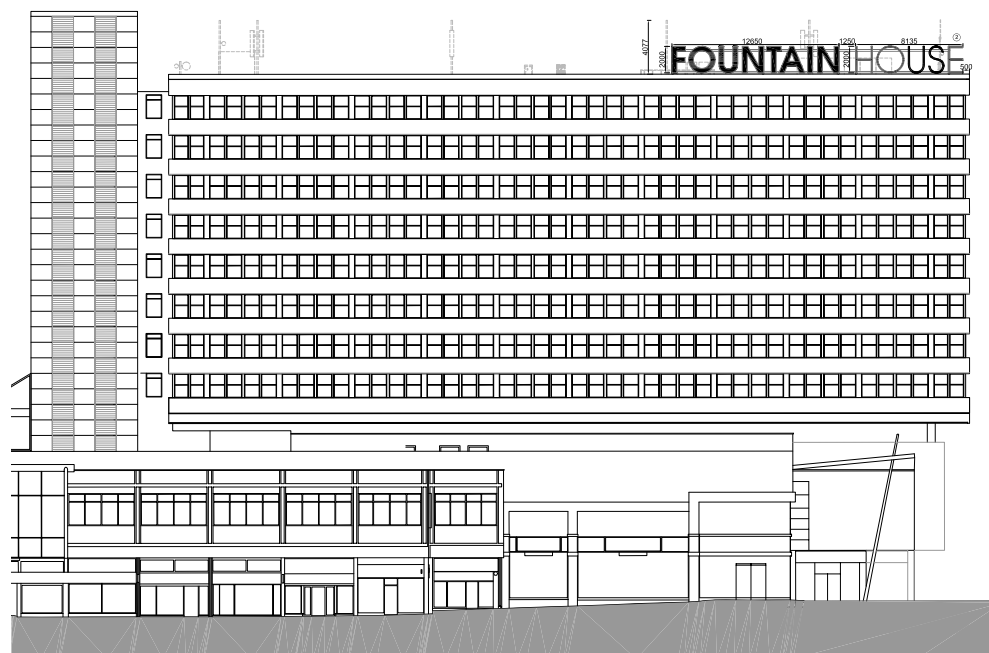
The proposed lighting for both the floodlights and rooftop signage would be limited to 50 Lux, to ensure that there would be no negative impact upon the surrounding buildings and urban environment, whilst creating a vibrant and memorable addition to the skyline.



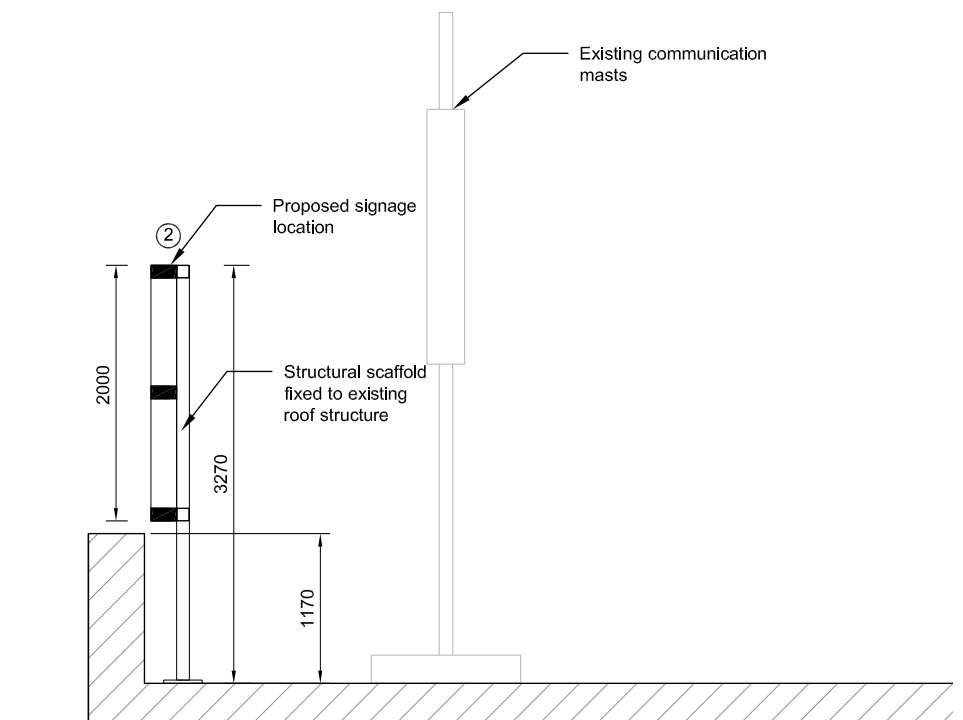
Proposed West Elevation



Proposed North Elevation



Proposed East Elevation



Section through Roof depicting signage position

3.0 Proposal | Overview

A key aspect of the application is the installation of 21No. RGB colour change flood lights to add a vibrant wash of light to the Eastern elevation of Fountain House.

The purpose of this aspect of the proposals is to provide a complimentary wash of colour to the rooftop signage, re-enforcing the visibility and identity of the building.

The proposed flood lighting fixtures would be fitted to the Eastern elevation only, ensuring that there is no negative impact upon the neighbouring Penta Hotel, new student residential development and the homes along Oxford Road.

The lighting to the Eastern facade would also provide additional support lighting to the upper level of the existing NCP car park, which is accessible 24 hours.

The existing area adjacent to Fountain House, along Queens Walk and Hosier Street has a number of late night venues, including the Hexagon theatre and numerous restaurant/bar units which form part of Broad Street Mall. The proposals would add to the sense of destination for the area, creating a vibrant and welcoming nighttime environment.

The existing hexagon Theatre currently employs RGB colour change spot lights to highlight it's position at the end of Queens Walk, as well as creating a positive identity, in line with it's position as a key cultural destination within Reading.

The proposals would seek to serve in support of this precedent, employing complimentary colours and lighting profiles, increasing the visibility and identity of the area, and in turn the Hexagon Theatre.

Flood Lighting

The proposed 'Traxon' Flood lights provide a flexible and manageable method of achieving this, with programmable colour palettes and profiles to ensure that both the lux levels, colours and light projection angles remain within the acceptable ranges and avoid any negative impact upon the surroundings.

The lighting would be pre-programmed and managed by the shopping centre, to ensure that the quality and appearance of the lighting if both consistent and in line with the proposals.

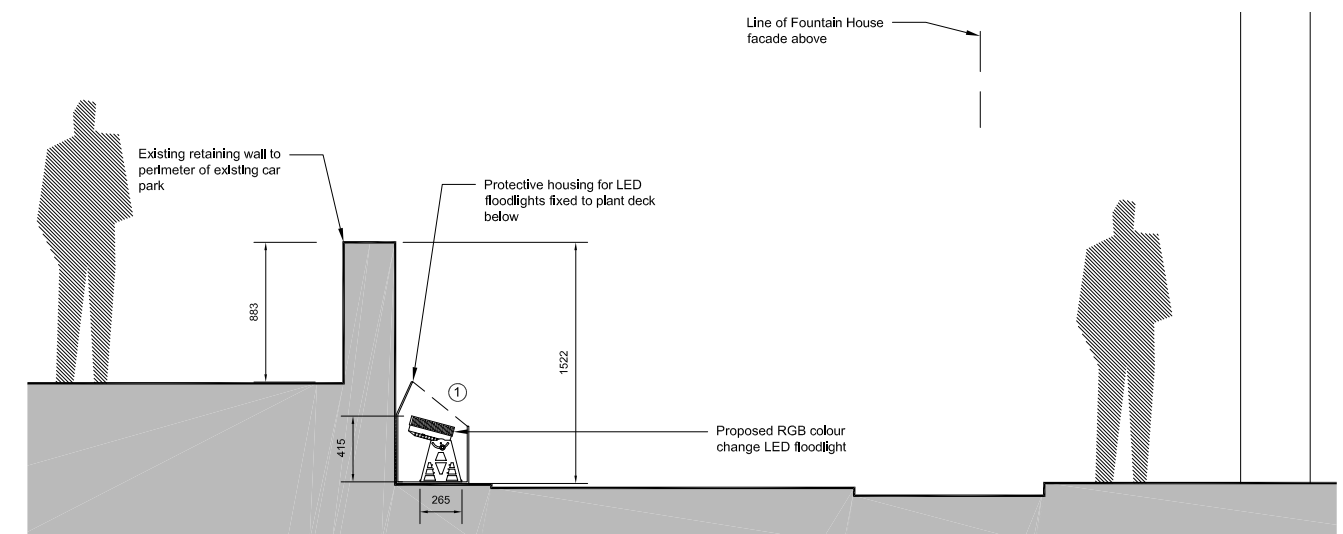
The lighting would be fixed to the existing plant deck at the base of Fountain House within a protective housing, to protect against vandalism and misuse, as well as providing the necessary structural rigidity fit for external usage.



'Look and Feel' of proposed lighting fixtures



Existing external lighting to neighbouring Hexagon Theatre

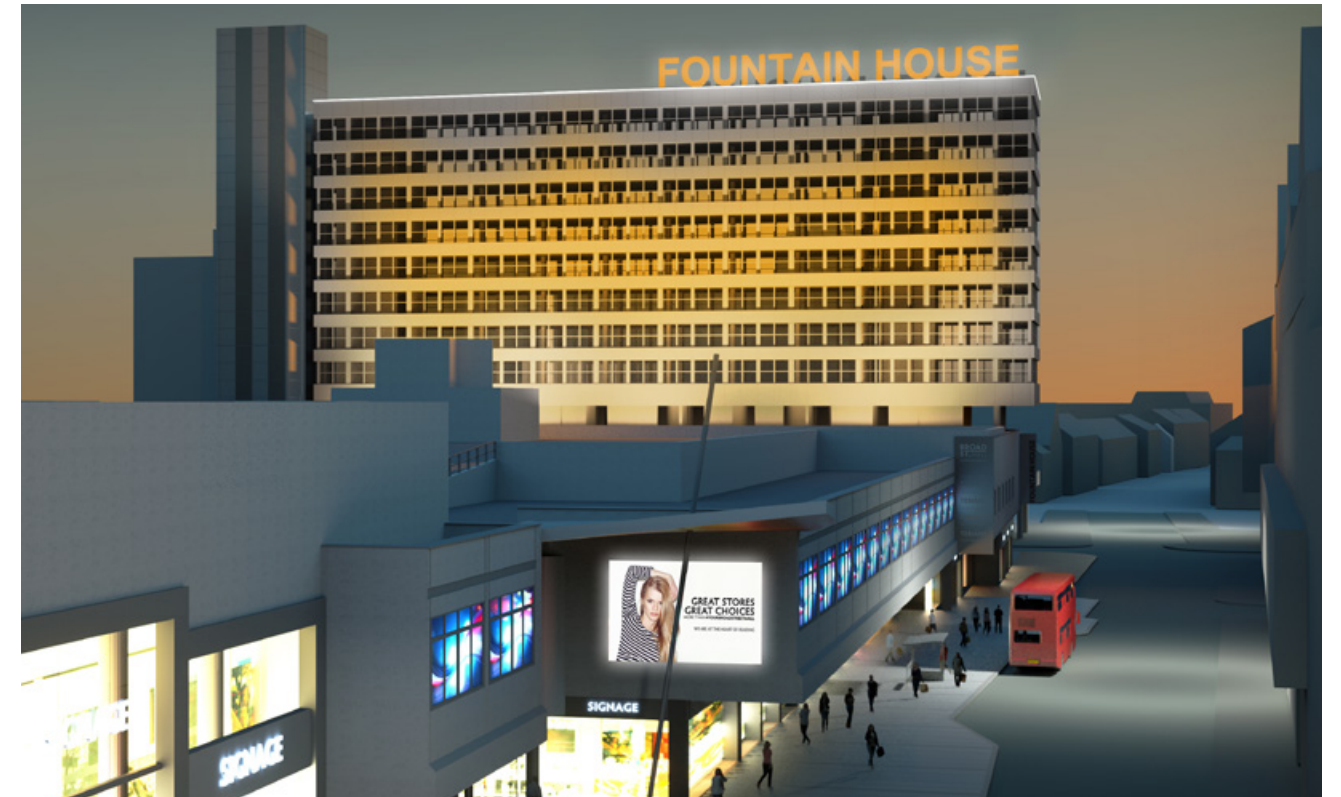


Proposed section through second floor plant deck, depicting position of proposed flood lighting

3.0 Proposal | Colour Palette



Visualisation 1: White lighting and signage



Visualisation 2: Orange Lighting palette, in line with Fountain House corporate identity



Visualisation 3: Feature lighting, tying in with colour profile of existing Hexagon Theatre external lighting



Visualisation 4: Multi-colour landmark lighting profile, as example of proposed iconic effect

3.0 Proposal | Scale & Visibility

The proposed rooftop signage has been designed to ensure that both the lettering and signage colour/s can be observed and appreciated from the relative scale of the city, without having a negative impact on the surrounding buildings and area.

The proposed signage letters have a height of 2m and sit 100mm above the existing parapet. The height of the signage would enable it to be visible from both the city centre ring road and train station approach in order to create a bold and iconic sight on the skyline.

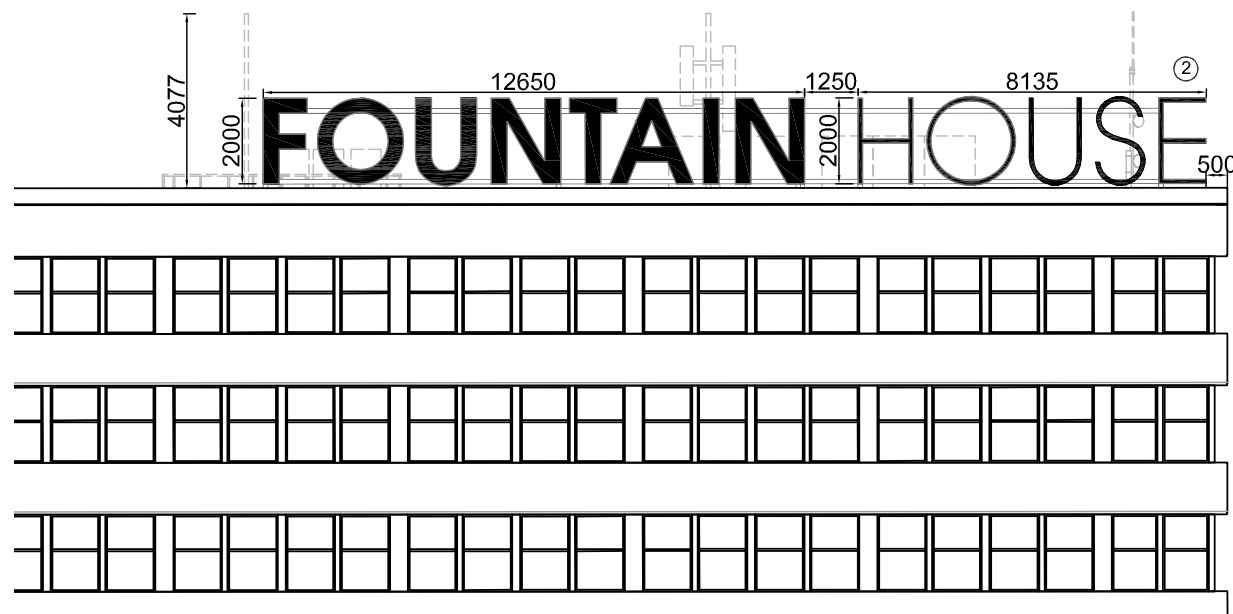
By employing backlit LED colour change signage for the letters, it would be possible to manage the lighting levels and colour profiles used, ensuring that this remains both elegant and suitable for the surrounding urban context.

Case Study - Fort Dunlop

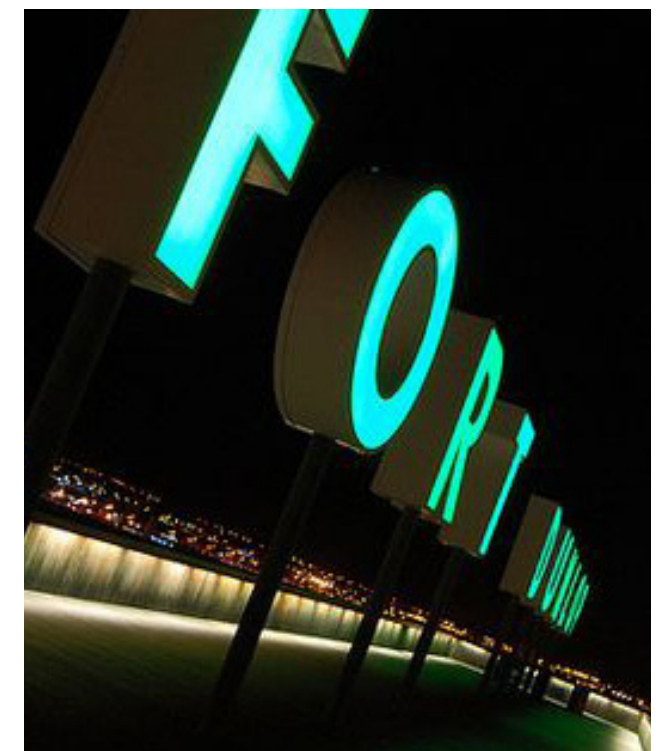
The installation of rooftop signage at Fort Dunlop in Birmingham was a key component of a major refurbishment in 2006.

The usage of colour change backlit LED signage created an instantly recognisable icon on the Birmingham skyline and draw praise from a wide range of local residents, businesses and industry professionals.

The position, flexibility of colour and boldness of the signage is essential to its success and offers a precedent for the application (and successes) of such iconic additions to a city's skyline.



Proposed rooftop signage position/sizing on East elevation



3.0

Proposal | Distant Views

The urban context surrounding Fountain House offers a number of opportunities to transform the existing building into an prominent and iconic feature among the skyline.

Fountain House is visible from trains approaching Reading, the A329 ring road and the main arterial route along Oxford Road. By improving the visibility and profile of the existing building, it would create a recognisable destination at the heart of the city centre.

By employing rooftop signage, the building would offer a positive statement to the surrounding area, improving the presence and identity of Reading city centre. Such a positive addition would support an increase in local identity, as well as offering a welcoming and recognisable sight to the surrounding areas and routes.



View from train line approaching Reading (Looking South)



View from A329 (Looking North)



View from A329 (Looking East)



4.0 Lighting Strategy

The lighting strategy is to create an adaptable colour wash to the Fountain House facade, allowing for both a single colour and multi-colour gradient wash to be created.

Where a single colour wash was to be provided, this would be static and consistent with no additional lighting effects.

Proposed colour scheme: Orange/Blue/Cyan/Green/Yellow to match Broad Street Mall branding

Where a multi-coloured gradient was provided, this would be programmed to provide a slow colour transition. Proposed timing for this transition (when applied) would be 15-20 seconds, which would consist of a continual transition between colours. There would be no direct transition of colours, nor any reduction in lighting levels outside of variations due to colour. Proposed colour scheme: Orange/Blue/Cyan/Green/Yellow/Purple/Red to allow for colour transitions

The lighting and signage would serve as a complimentary aspect to surrounding area, as well as the larger skyline. With this in mind, the lighting would be limited to the transition effects outlined above, with no flashing lights, graphic or optical effects.

Creating an iconic addition to Reading's Skyline

Through the creation on new illuminated rooftop signage and complimentary facade lighting, the proposed works seek to create a recognisable and iconic addition to Reading's skyline.

The proposals will offer a unique addition to Reading, increasing the profile of the city centre as well as re-enforcing the positive impact created by the new developments within the surrounding area



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