

SITE ENTRANCE SIGNAGE
ADVERTISEMENT CONSENT APPLICATION
1) DESIGN AND ACCESS STATEMENT
2) EAST SITE BOUNDARY ADVERT
LOCATION, DESIGN AND DETAIL
DRAWING
3) WEST ELEVATION ADVERT
LOCATION, DESIGN AND DETAIL
DRAWINGS

FORBURY PLACE 1 & 2

APRIL 2017

19/04/2017 - Issue for Barton Willmore comment
15/05/2017 - First issue to RBC for approval
Previous development consent Ref.: 12/01856/FUL relates to this application.

Prepared By:CM Checked By:AM Authorised By:LS

Job	FORBURY PLACE PHASE I & II		Job Number	21390	
Document Title	SITE ENTRANCE SIGNAGE ADVERTISEMENT CONSENT APPLICATION		Document Number	21390-RP-00-112	
Prepared for	Reading Borough Council		Distribution		
Revision	Date 19/04/2017		Prepared by	Checked by	Approved by
A B C	15/05/2017	Name	CM	AM	LS
		Signature			

1) DESIGN AND ACCESS STATEMENT

Advertisement Consent Application: Office Development Signage and Logos.

This is for the property owner's permanent site signs within the development site boundary.

SITE AND SURROUNDING CONTEXT

The site is the ongoing Forbury Place twin Office building development to the East of the Reading rail station and bound by Forbury Road, the southern railway line boundary and the Forbury Retail park to the East.

The Phase I. Office building was completed last year and Phase 2. is due for completion in July this year.

ACCESS

All access issues for this double site have been addressed through the original planning application and subsequent conditions detail submittals. The Approved Inspector for both phases has signed off all Part 'M' Access design detail provision around the site.

The visibility of the signage is maintained in lower lighting conditions via :

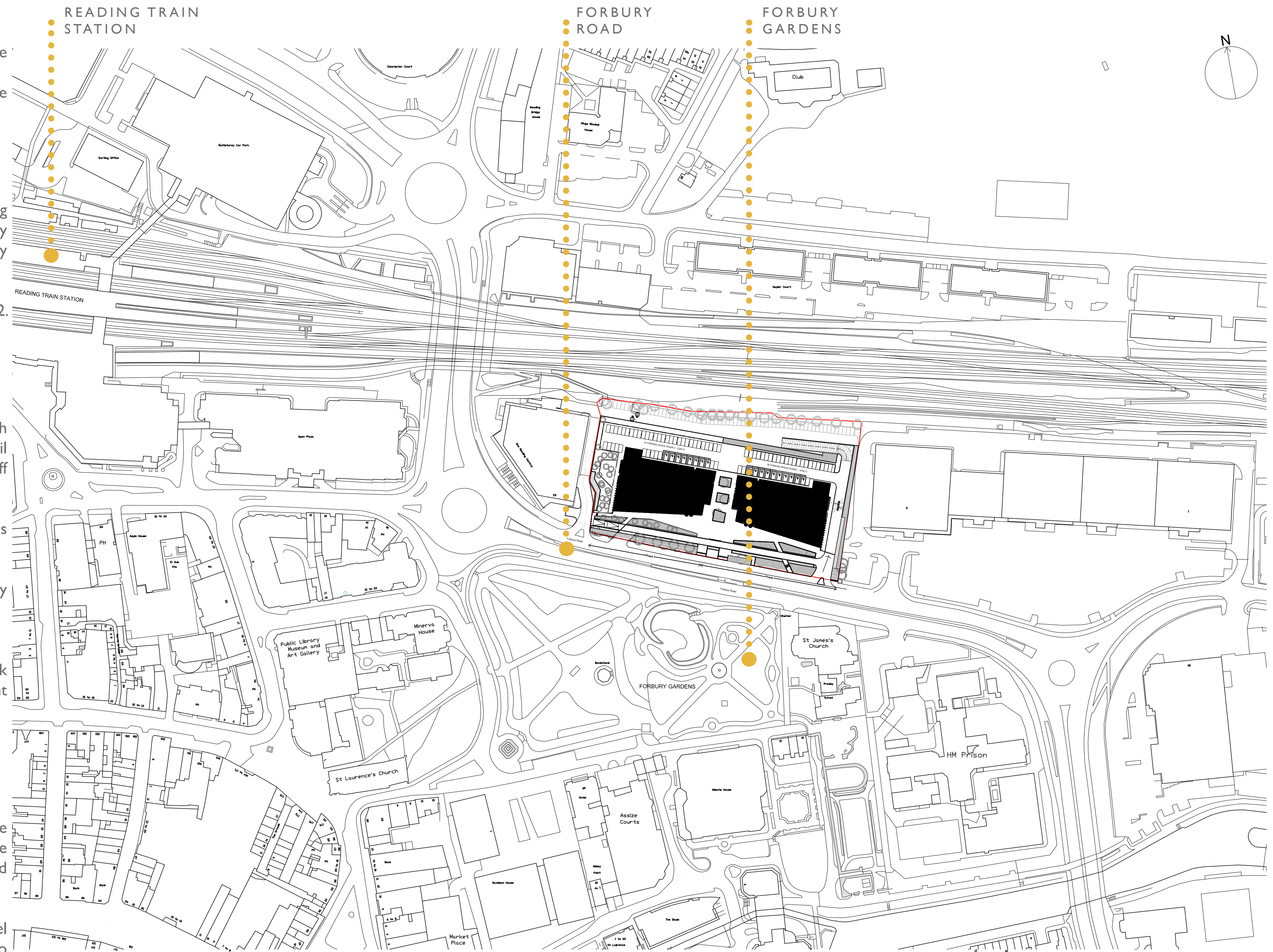
A) Several low level uplighting fittings in the planting bed immediately in front of the signage.
(Refer to page 7 and 9.)

B) A single high powered LED. spotlight uplighter on a short stalk embedded at low level into the planting bed immediately adjacent to the façade under the logo.
(Refer to page 13).

SUMMARY

We believe that this eastern signage and logo proposal is suitable in how it highlights the site entrance, stays within the forms of the external works elements and materials palette already established inside and out and complements the site overall.

The western logo in an enhancement to the blank cladding panel on the façade and adds a high quality material identity feature to the first part of the Development sighted when approached via the main road from Reading Centre.



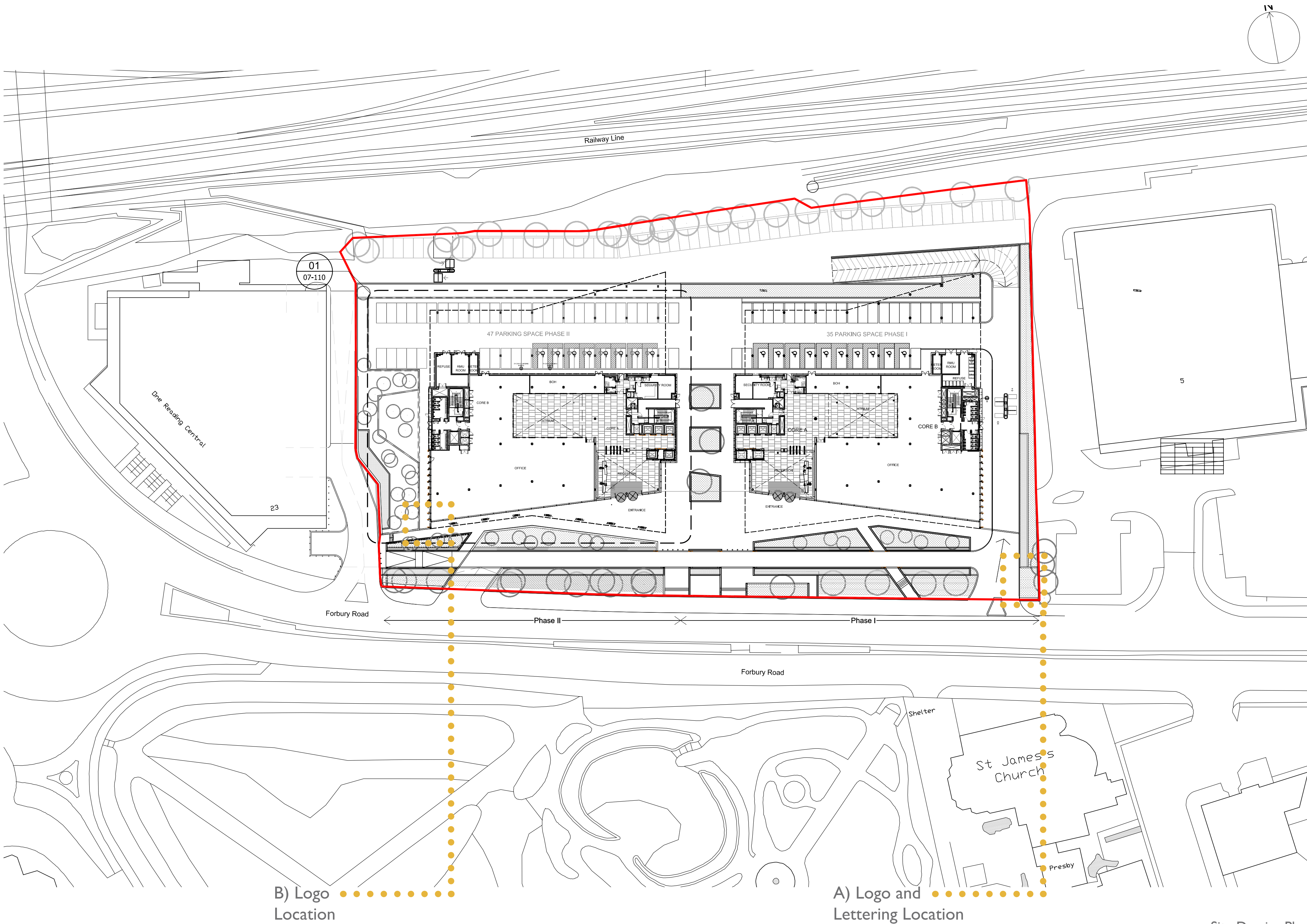
Site Location Plan
[Extract of Aukett Swanke drawing 21390-AR-07-110]
Not to scale

1) SITE DEMISE PLAN

The application is for permanent property signage lettering and logos to be fixed to:

A) The internal face of the Retail park boundary wall cladding to the Eastern boundary, where it abuts the road/cycle path, at the entrance to the eastern 'Phase I.' Portion of the site.
The backing wall and cladding are not part of this application, being as they are included in conditions details already submitted to RBC: This information has been recently submitted to RBC. under the 'Phase 2.' Project process within a supplementary external conditions details package.
(Refer to pages 6 to 10).

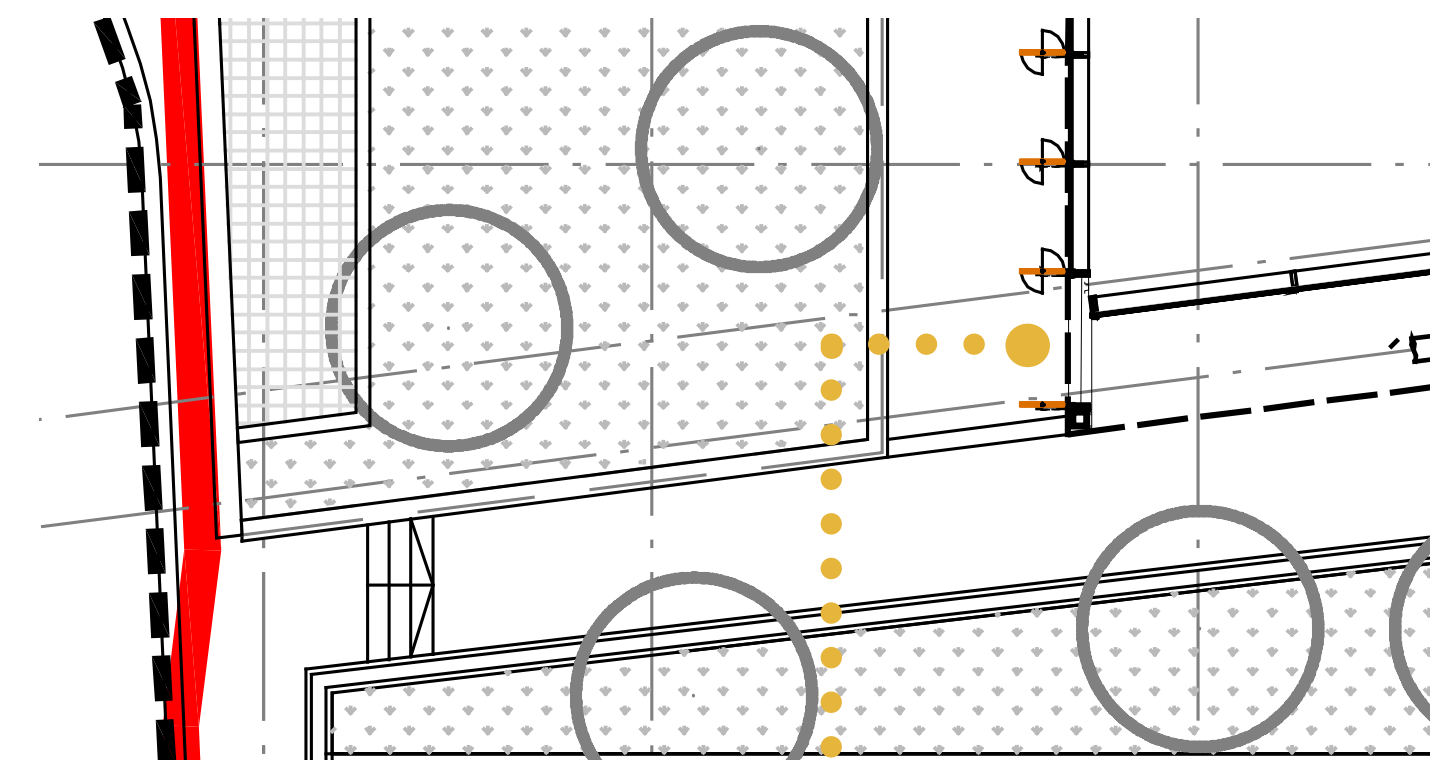
B) The external solid cladding panel at first floor glazing level to the south western corner of the Phase 2. building.
(Refer to pages 11 to 15).



Site Demise Plan
[Extract of Aukett Swanke drawing 21390-AR-07-111]
Not to scale

1) SITE PLAN - EXISTING AND PROPOSED

Ground floor Phase I and Phase 2 Site Plan, showing proposed location for "Forbury Place" logo and lettering, at the south eastern boundary, and logo proposed at Phase 2 West Elevation cladding wall.



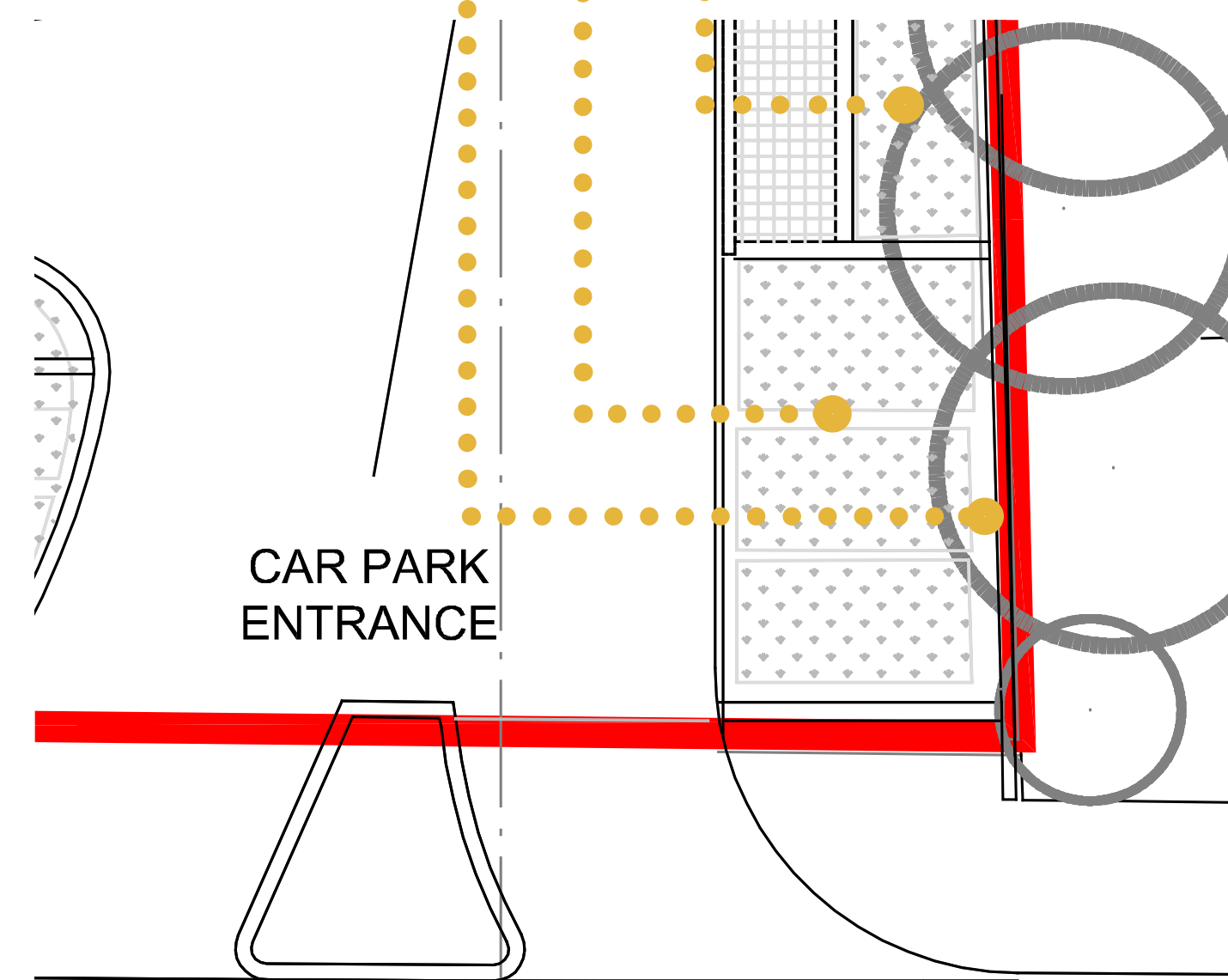
Forbury Place logo
proposed location

Location Plan - West/South FP2 Corner
Ground Floor Plan Blow-up
Not to scale

Raised planter
with vent grille and
planting strip

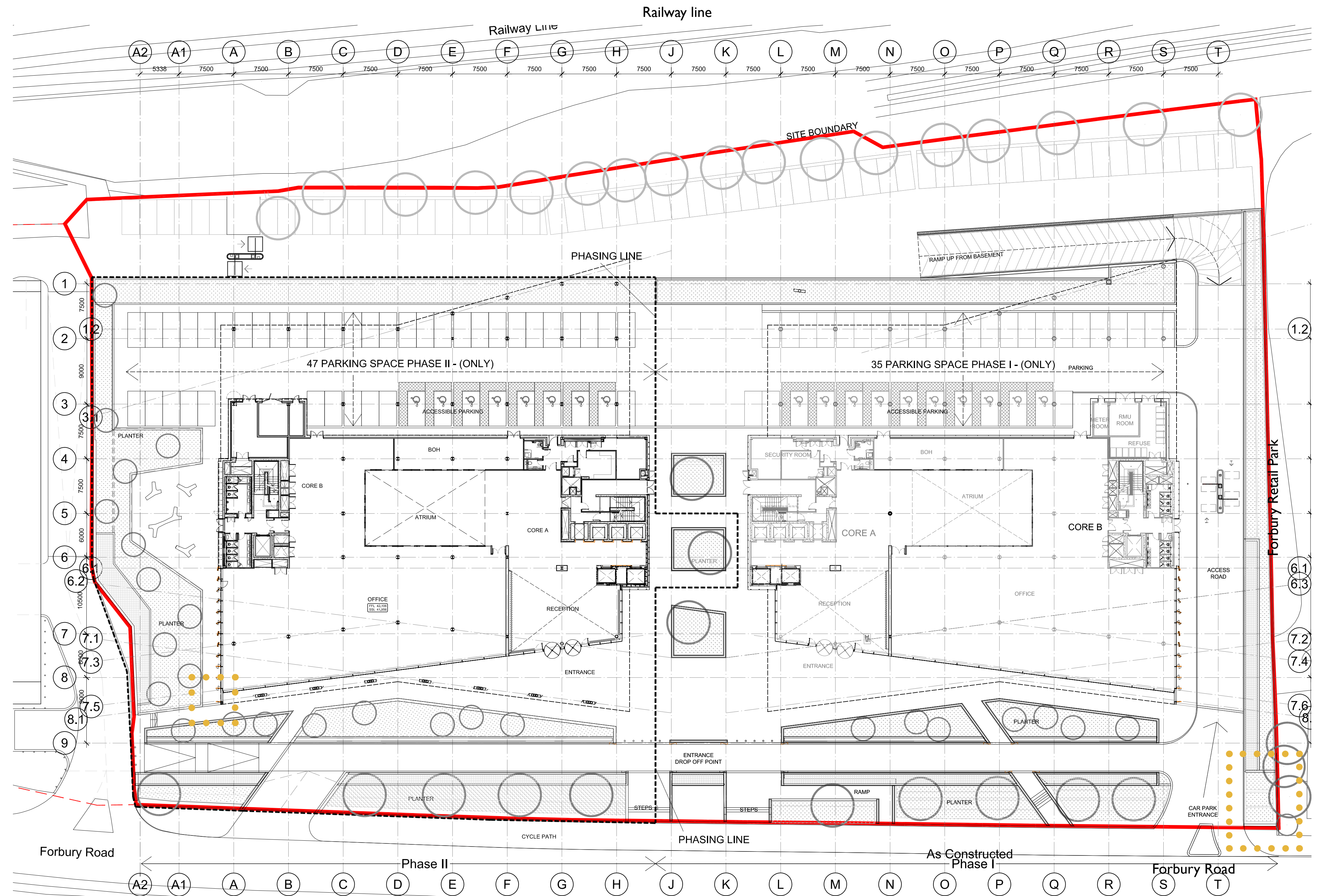
Low level planting

Entrance signage
proposed location



CAR PARK
ENTRANCE

Location Plan - East Site Boundary
Ground Floor Plan Blow-up
Not to scale



Location Plan for "Forbury Place" East Site Boundary advert
and West Elevation Logo
[Extract of Aukett Swanke drawing 21390-AR-07-100D]
Ground Floor Plan
Not to scale

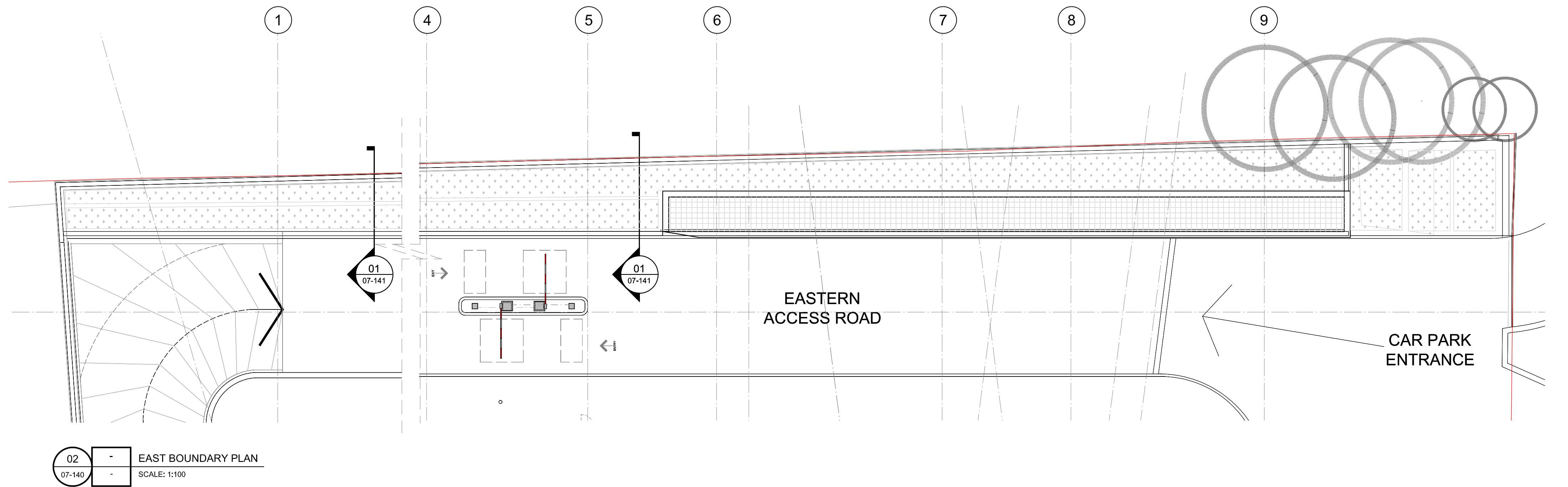
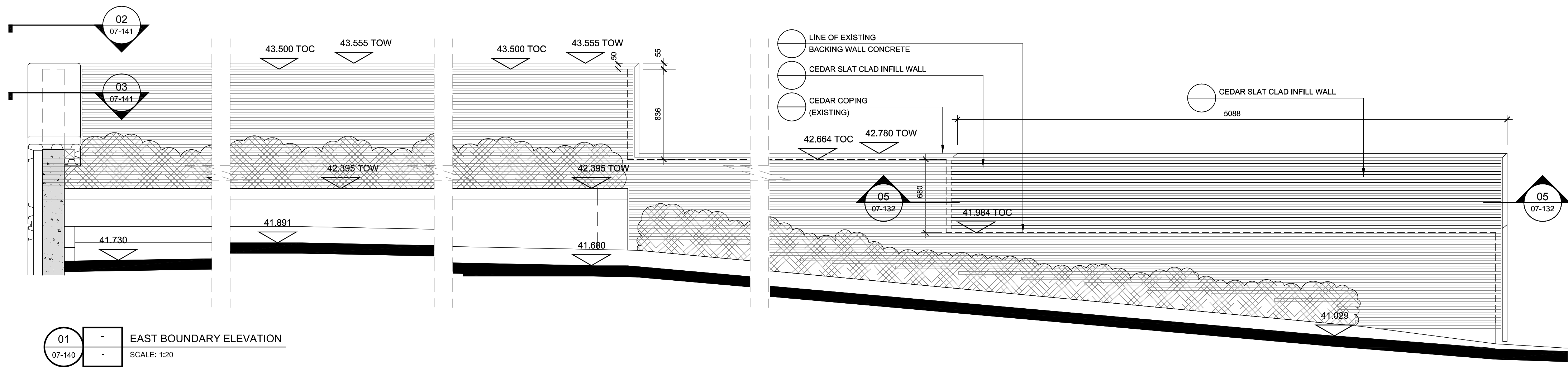
2) EAST SITE BOUNDARY WALL BACKGROUND

It is intended to highlight the Development name at the end of the site which is the main entrance for the Phase I. Element but which also can provide access to Phase 2. allocated parking in the Basement. The 'Forbury Place' name is that which has been given for the Project since it's inception and through the town Planning process. The logo is one which the Clients wish to see in each of their buildings along Forbury Road to enhance visual continuity and unity of their investment.

The sign and logo needs to be large enough to be of an appropriate scale for the site and the boundary wall behind and of high quality materials and impact befitting the high specification Offices and external works design. Materials are to be harmonious with the external palette of building fabric materials and are to relate to internal signage also.

The sign needs to have illumination in low light / night time conditions. (Refer to pages 7 and 9).

See pages 8, 9 and 10 for dimension, location and design of the proposed Logo and Lettering.



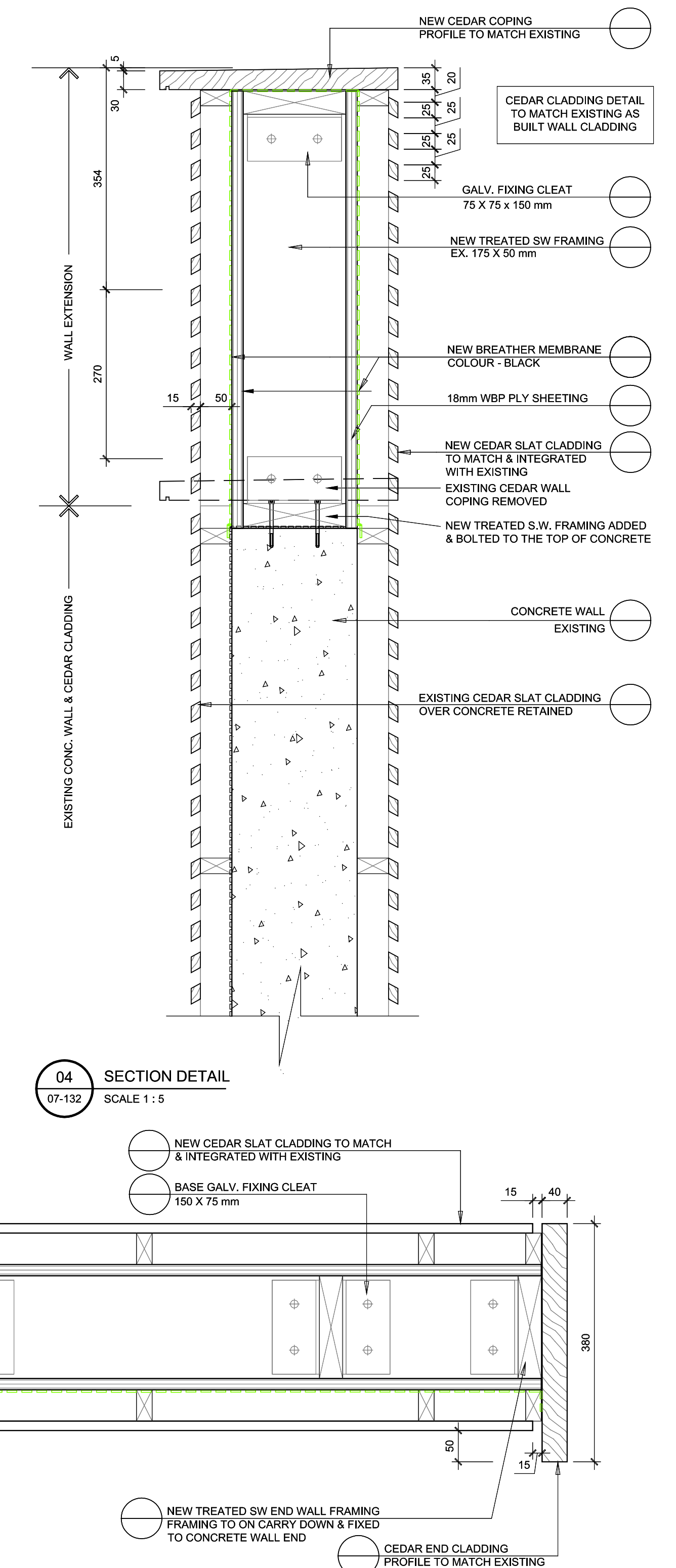
East Elevation Site Boundary
[Extract of Aukett Swanke drawing 21390-AR-07-140A]
Not to scale

Drawing 21390-AR-07-132A in this page, included as a context and background reference only, shows the construction details of the East site boundary wall, currently being submitted as a condition n.3 and n.4 to RBC in a separate report, n. 21390-RP-00-111.

02 EAST BOUNDARY WALL, SOUTHERN END - PROPOSED ELEVATION
SCALE 1 : 20

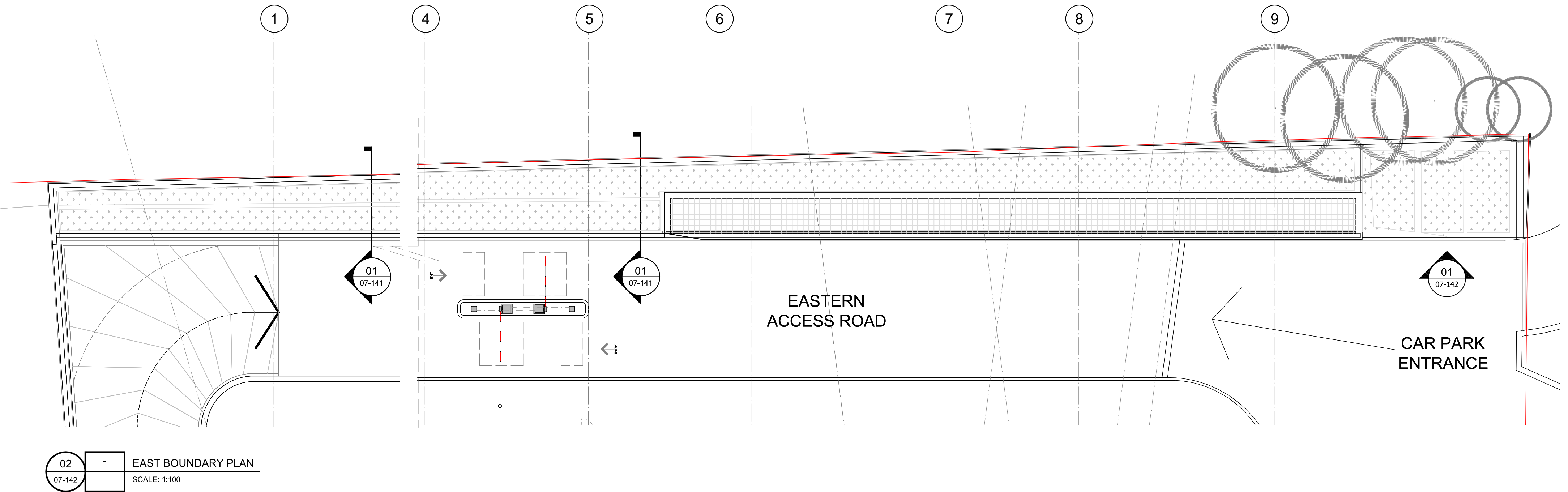
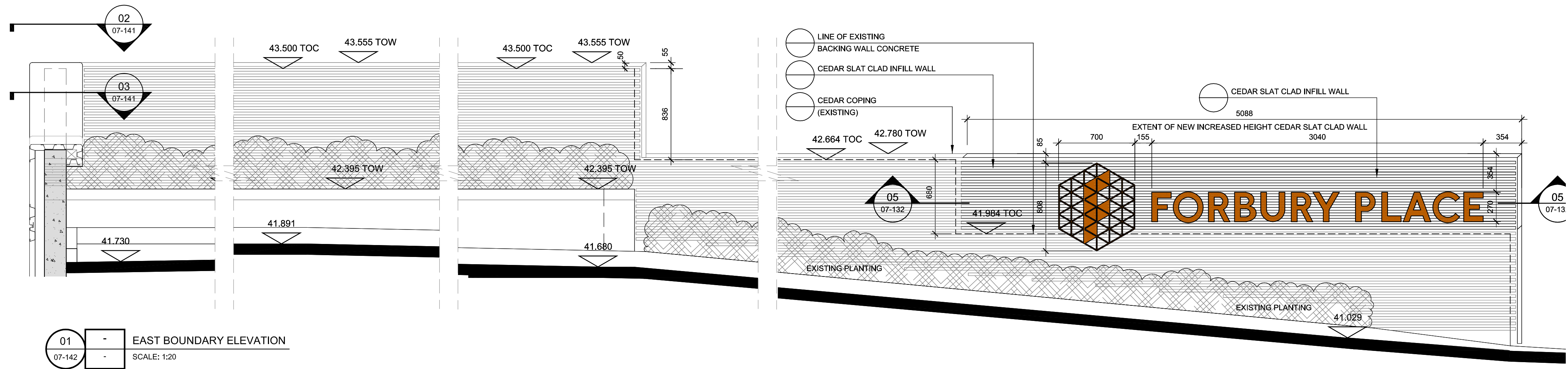
03 EAST BOUNDARY WALL, SOUTHERN END - PROPOSED PLAN
SCALE 1 : 20

05 PLAN DETAIL
SCALE 1 : 5




2) EAST SITE BOUNDARY WALL
ADVERTISEMENT PROPOSAL

The lettering and logo are proposed to be thin sheet laser-cut bronze lettering and latticework to be fixed with concealed tangs to the rear into the timber slats cladding/framing backing. They are to project off the cladding a short way in relief with the bronze pieces having a degree of emphasis through the small shadow created behind each with both day and artificial lighting. (Refer to pages 7, 9 and 10.)
This material reflects the similar large cut bronze lettering signs to the rear of each building's reception and the Lift frontages. It also refers to the bronze coatings used on the west and east elevation brise soleil fins and cladding to both buildings.



East Elevation Site Boundary Logo Proposal
[Extract of Aukett Swanke drawing 21390-AR-07-142]
Not to scale

2) EAST SITE BOUNDARY WALL
ADVERTISEMENT PROPOSAL

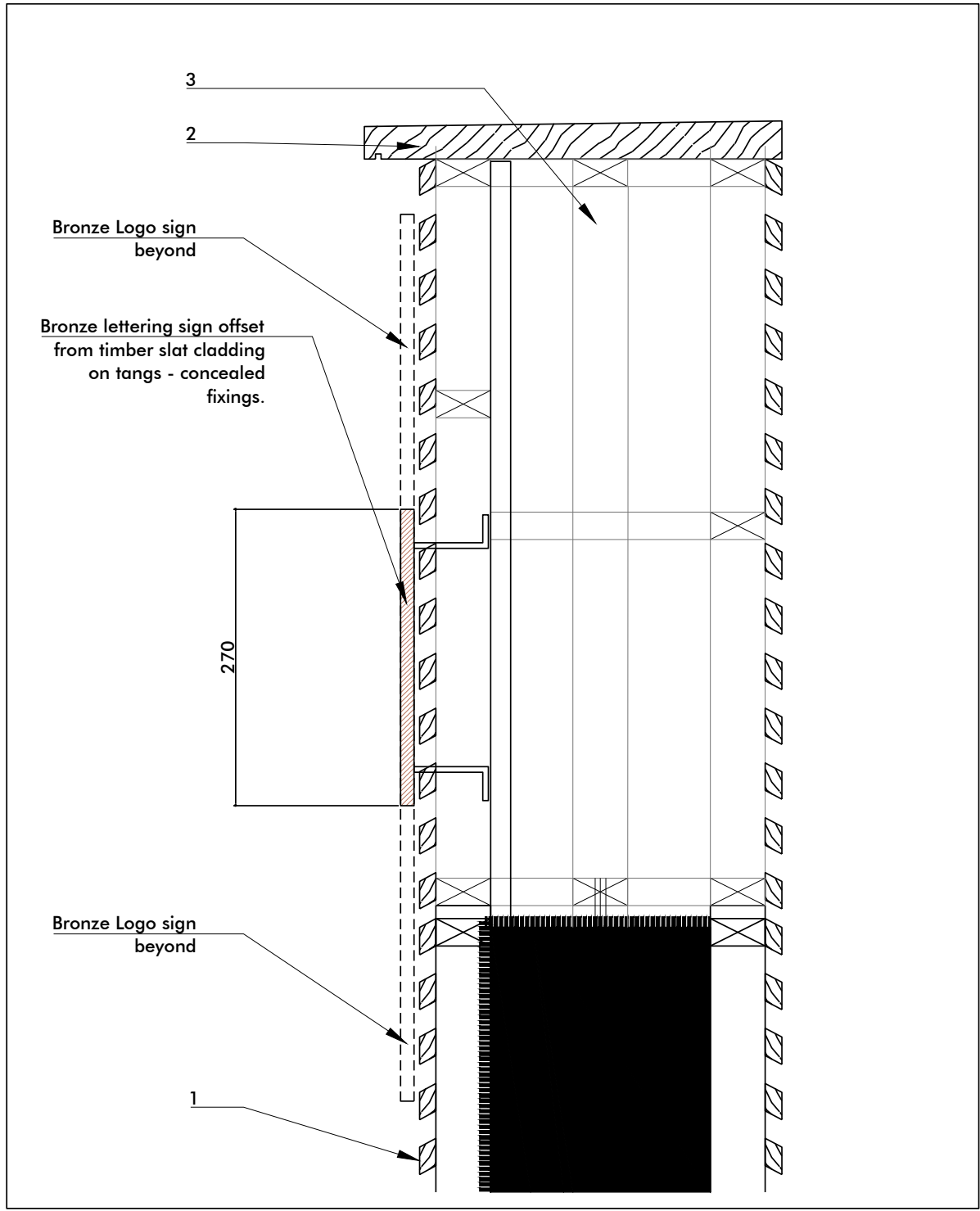
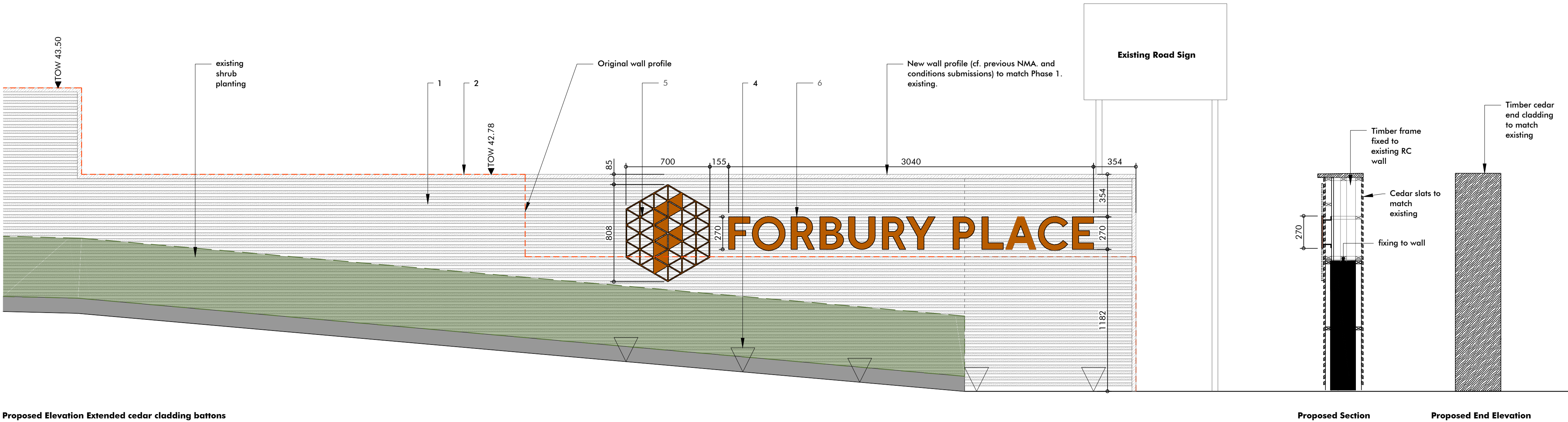
The logo and lettering proposed are to be located at the East Site Boundary, mechanically fixed into concrete wall behind the cedar timber slats.

It is proposed that the advert is made of 12mm thick lasercut bronze sheets to match bronze cladding panels used at reception area and facade bronze and white twisted blades, contributing for the consistency and unity of the site.

The logo, it is proposed to be 700mm wide by 808mm high.
The lettering, it is proposed to be 3040mm wide by 270mm high

5x n. 70W Ground-recessed uplighters were proposed and shown under NMA number 21390-AR-07-I I I 0, Supplementary Submission 21390-AR-07-I I I and shown on this application at page 4. These lights will illuminate the advert during night, making visible to vehicles and pedestrians the identity of the site.

Each light fitting is a 23 degree wider beam fitting of 54,700 candela rating.



- KEY / NOTES:
- GENERAL WALL CONSTRUCTION SHOWN AS CONTEXT ONLY - NOT PART OF THIS SIGNAGE APPLICATION.
WALL BACKGROUND INFORMATION SUBMITTED UNDER SEPARATE APPLICATIONS:
- Non Material Amendment- see MacGregor Smith drawing: 1049-468
- Conditions 3. submission - see Aukett Swanke drawing: 21390-AR-90-301
1. Cedar timber slats to match existing
 2. Cedar timber plank to match existing
 3. Treated softwood timber frame fixed to existing concrete wall
 4. EX9 Meyer Buried 70W Ground-recessed uplighters, or similar and approved.
- Refer to drawing 1049-468 for wall height and materials submitted to Reading Borough Council as part of a Non Material Amendment Application.
- SIGNAGE AND LOGO INFORMATION FORMING THIS APPLICATION:
5. NEW FORBURY PLACE LOGO SIGN
12mm thick bronze lasercut/waterjet cut logo. Bronze finish to match internal reception bronze panels. Signage to be mechanically fixed into granite with concealed fixings. Signage to have 5mm gap to back
 6. NEW FORBURY PLACE LETTERING SIGN
12mm thick bronze lasercut/waterjet cut logo. Bronze finish to match internal reception bronze panels. Individual letters to be mechanically fixed into concrete wall behind cedar cladding with concealed fixings. Signage to have 5mm gap to back.

East Site Entrance Signage
Logo and Lettering
[Extract of Macgregor Smith drawing 1049-472 Rev.C]
Not to scale

2) EAST SITE BOUNDARY WALL
ADVERTISEMENT PROPOSAL:
EXISTING AND PROPOSED VISUALS

Img. 01 shows current east site cedar timber cladding boundary, built under Phase I construction.

Img. 02 shows Aukett Swanke bronze logo and lettering proposal, fixed on top of the horizontal cedar timber slats, with ground recessed uplighters.

(The extension of the wall end has been previously approved by RBC, following NMA submission ref. 21390-RP-00-110).



East Site Wall Boundary
Existing Visual
Img. 01



Logo and lettering Visual Proposal
East Site Wall Boundary
[Blow-up of Img. 02]

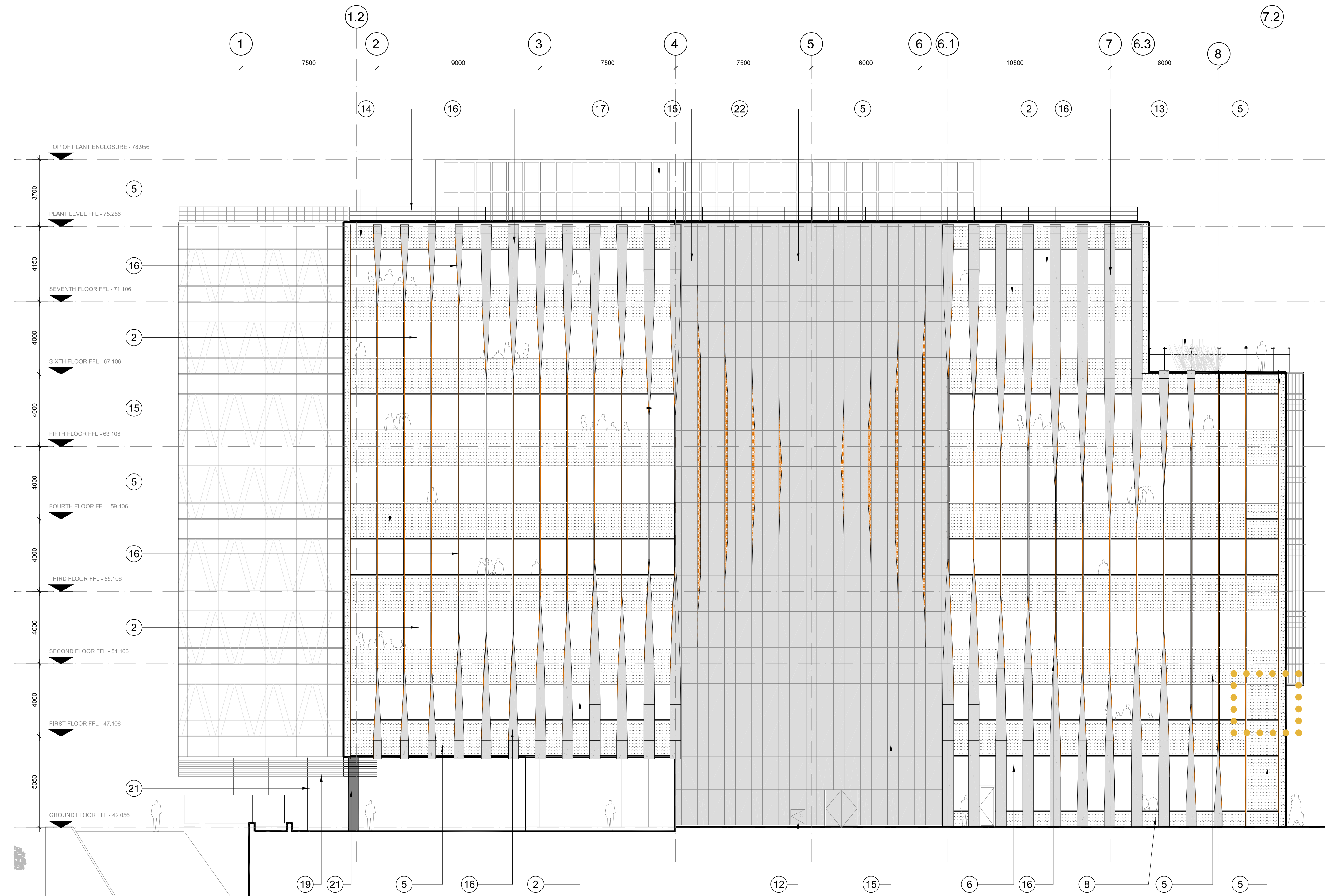


Logo and lettering Visual Proposal
East Site Wall Boundary
Img. 02

3) FORBURY PLACE 2 WEST ELEVATION
EXISTING

Drawing 21390-AR-07-129A in this page, shows the existing and approved Forbury Place 2 West Elevation.

It is proposed that the logo is located at the spandrel panel at 1st floor level, at the south side of the West Elevation.
The proposed location allows pedestrians and vehicles to identify the identity of the site, when approaching from the Western side.

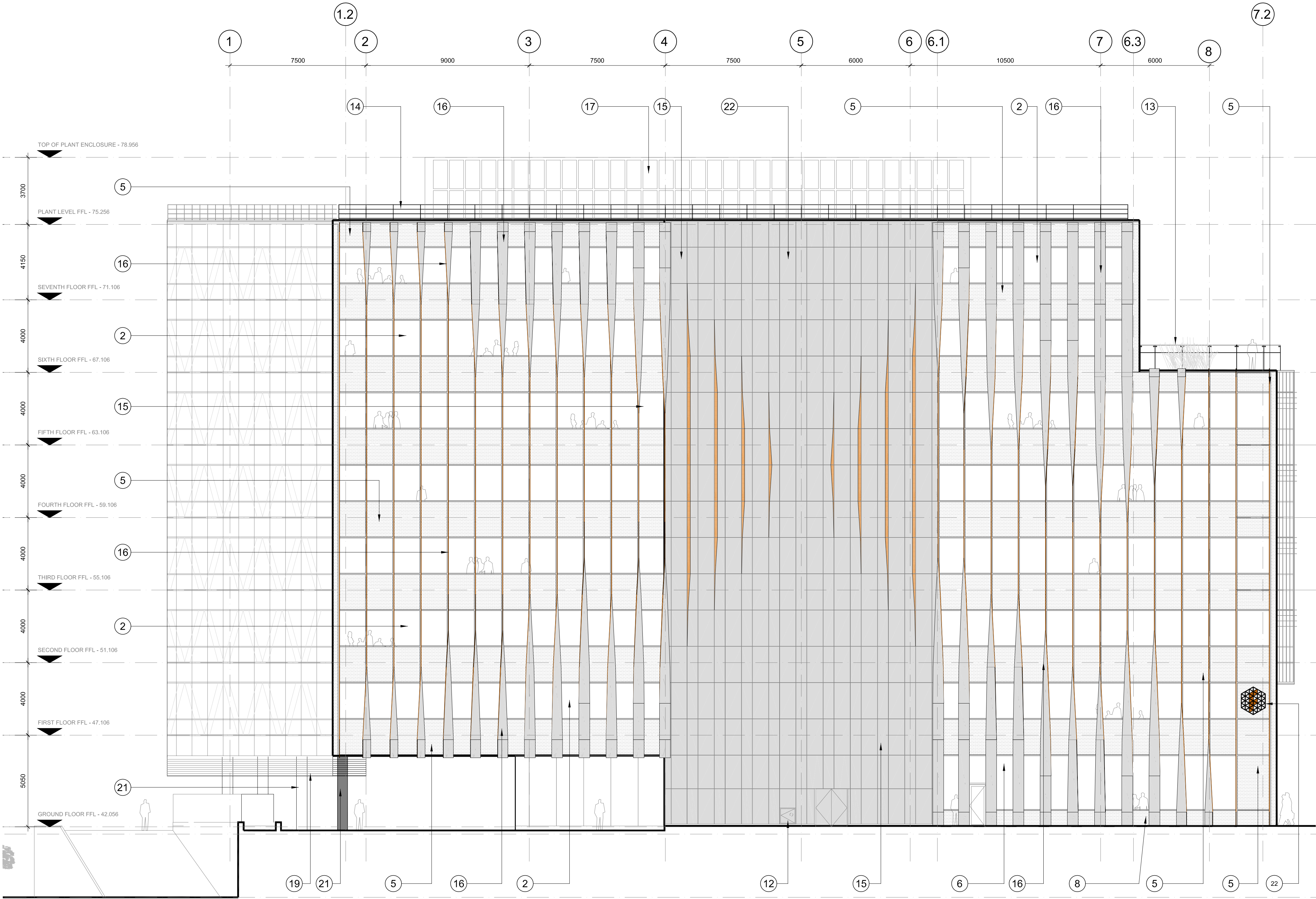


Forbury Place 2 West Elevation
[Extract of Aukett Swanke drawing 21390-AR-07-129A]
Not to scale

3) FORBURY PLACE 2 WEST ELEVATION
LOGO ADVERTISEMENT PROPOSAL

Drawing 21390-AR-07-155 in this page, shows the proposed location of the Site Logo at Forbury Place 2 West Elevation.

For this elevation, the logo is proposed to be an identical design and material specification to the east but scaled up to fill the cladding panel dimension leaving a suitable margin around. The panel is to be offset a little from the face of panel using projecting welded bronze pins located and bonded into drilled holes in the panel. The lighter bronze finish of logo will be set off by the darker grey panel coating background.



Forbury Place 2 West Elevation Logo Proposal
[Extract of Aukett Swanke drawing 21390-AR-07-155]
No to scale

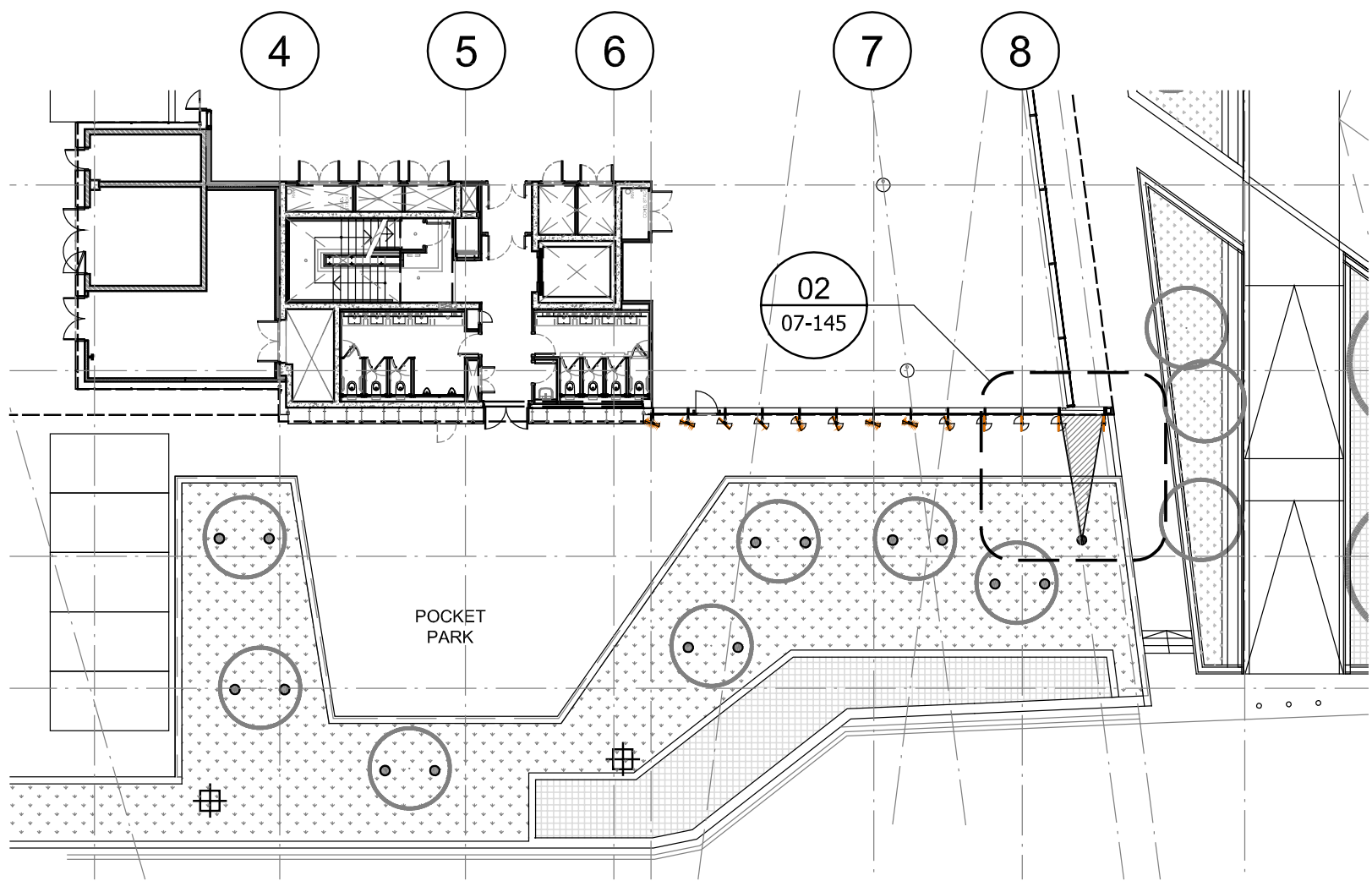
3) FORBURY PLACE 2 WEST ELEVATION
LOGO ADVERTISEMENT PROPOSAL

It is proposed that the advert is made of 12mm thick lasercut bronze sheets, to match bronze the proposed East Site Boundary proposed logo (part of this Advertisement Applicarion), and cladding panels used at reception area and facade bronze and white twisted blades, contributing for the consistency and unity of the site.

The logo, it is proposed to be 1335mm wide by 1340mm high with 1x n. 53W LED directional spot located at planter to illuminate the logo during night.

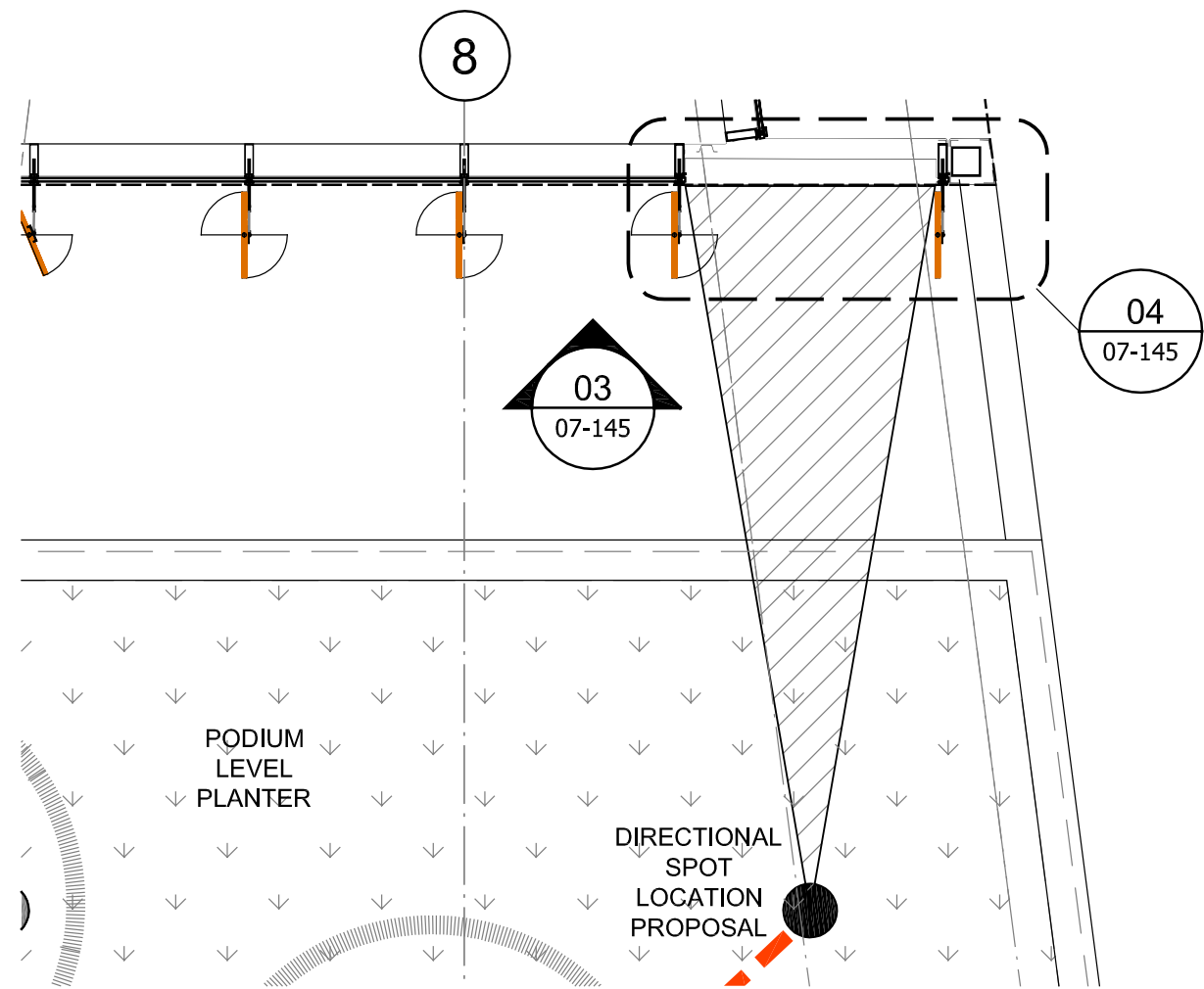
This single fitting is to be elevated over the raised bed planting level by 450mm with a slender tube.
The fitting is rated at 73,350 candelas.

For detailed design, see next page (14), part of this document,

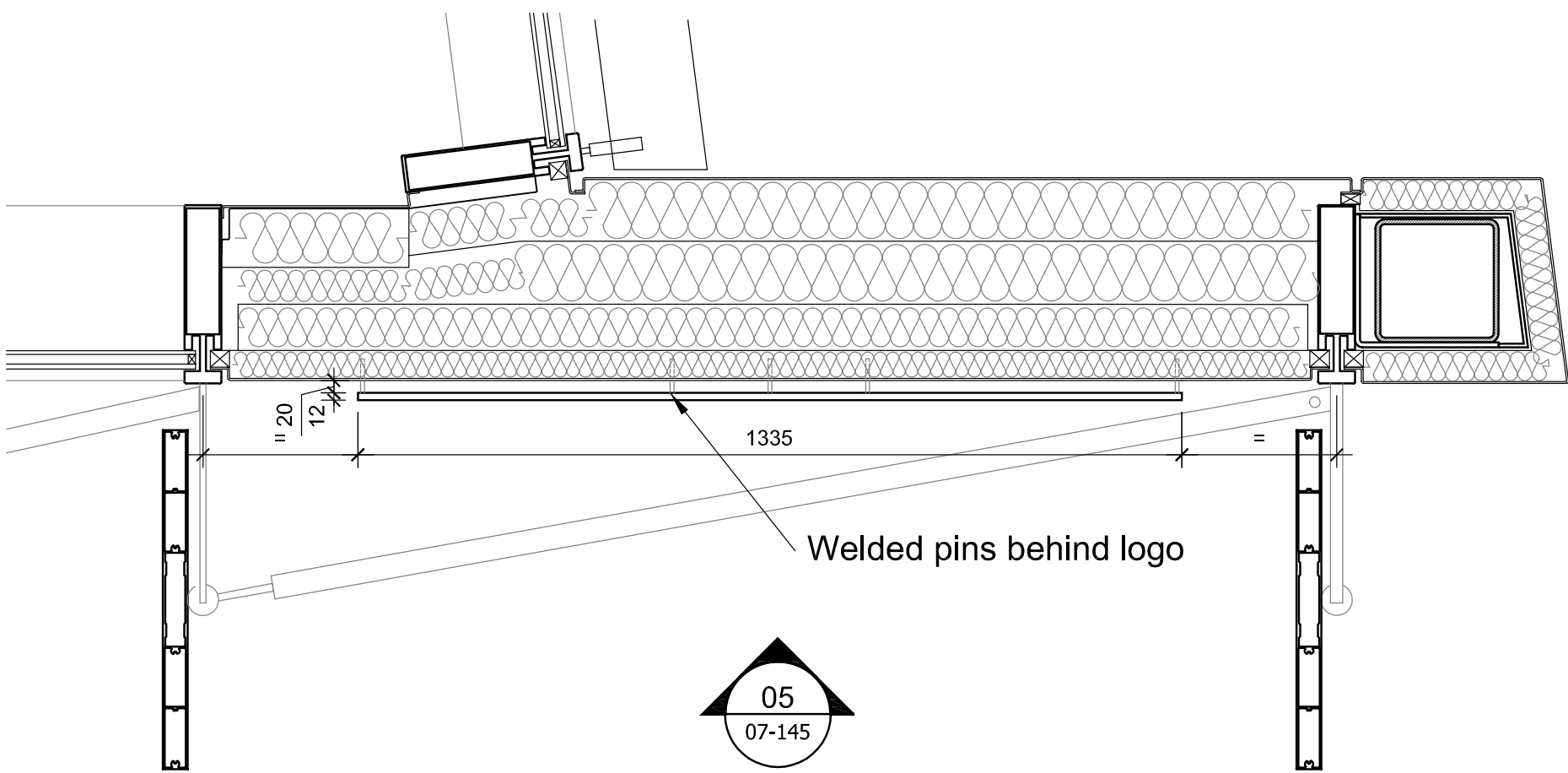


01 07-145 LOGO PROPOSAL - LOCATION PLAN
1:250

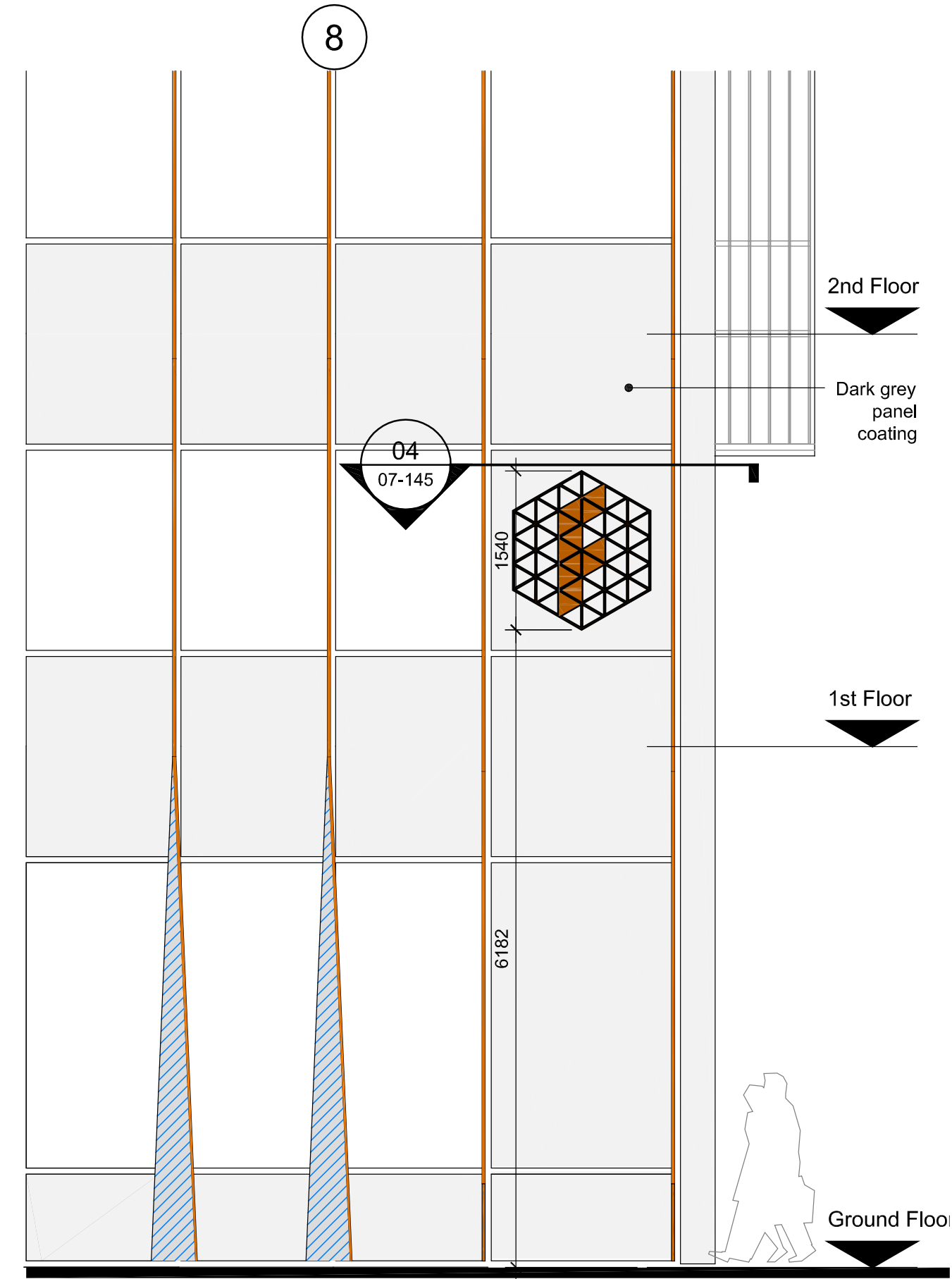
Forbury Place 2 West Elevation
Logo Proposal Location - Podium Level Planter
[Extract of Aukett Swanke drawing 07-145]
Not to scale



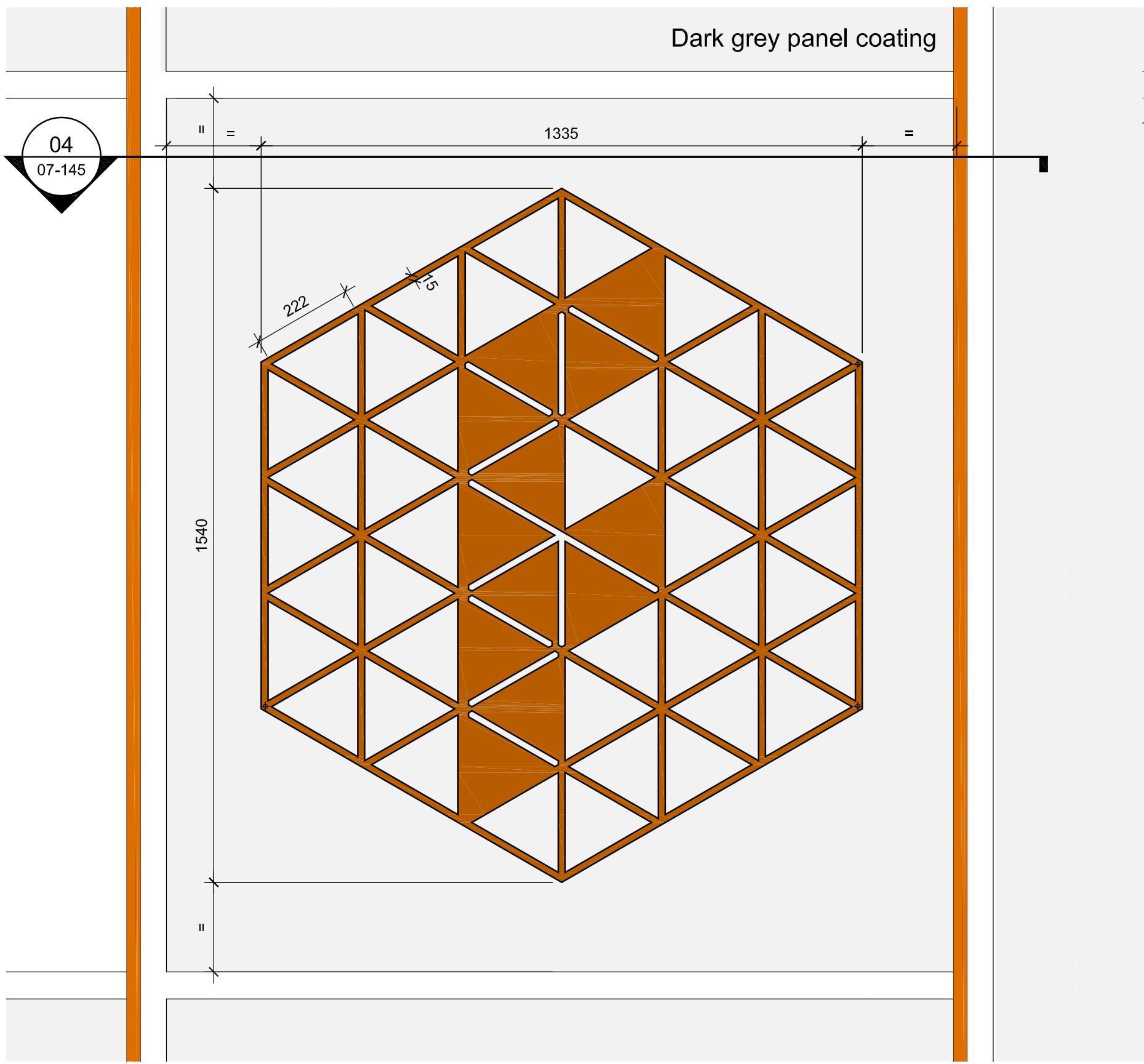
02 07-145 LOGO PROPOSAL - PLAN
SCALE 1:50



04 07-145 LOGO PROPOSAL - DETAIL PLAN
SCALE 1:10



03 07-145 LOGO PROPOSAL - ELEVATION
SCALE 1:50

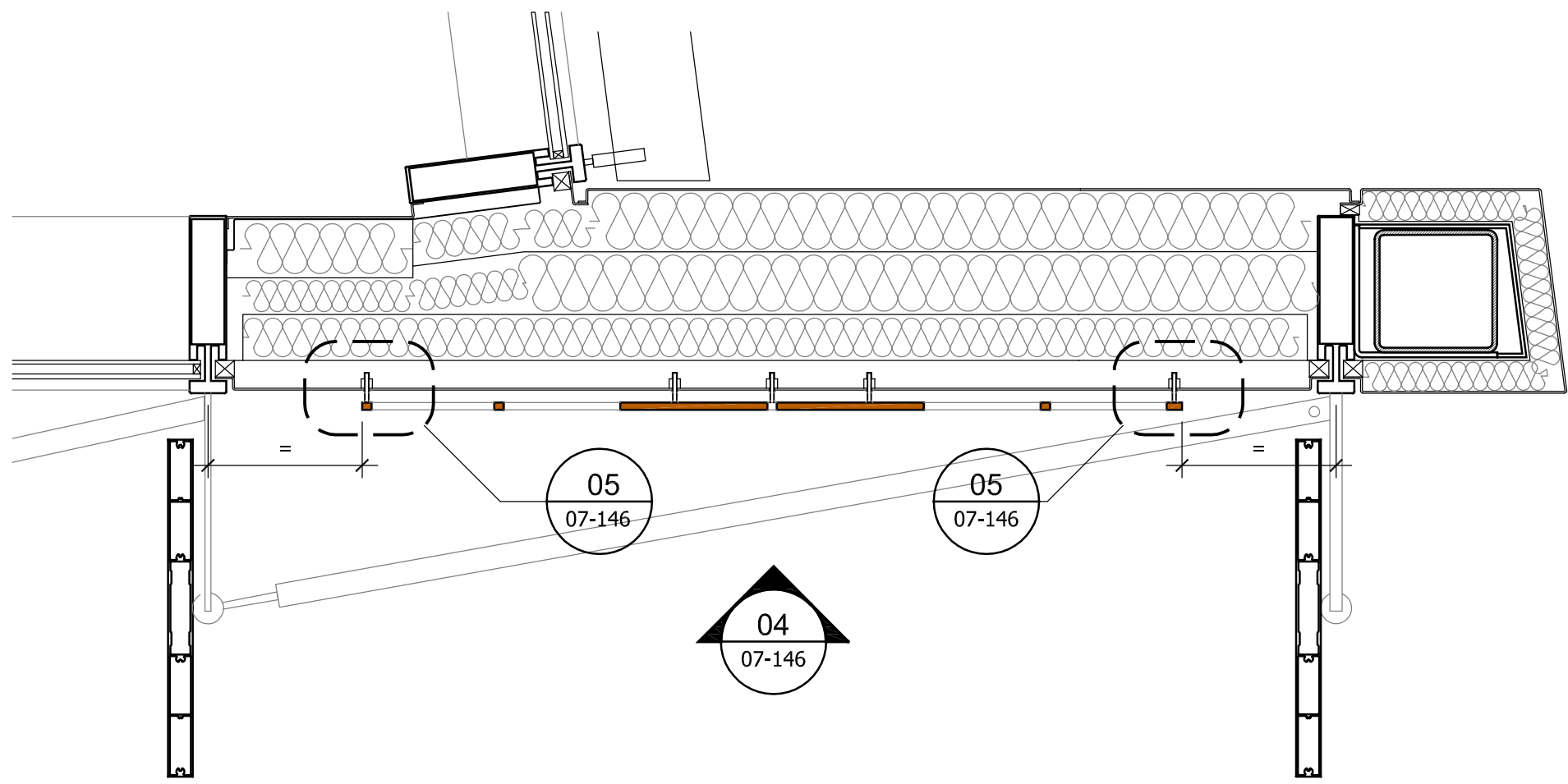


05 07-145 LOGO PROPOSAL - DETAIL ELEVATION
SCALE 1:10

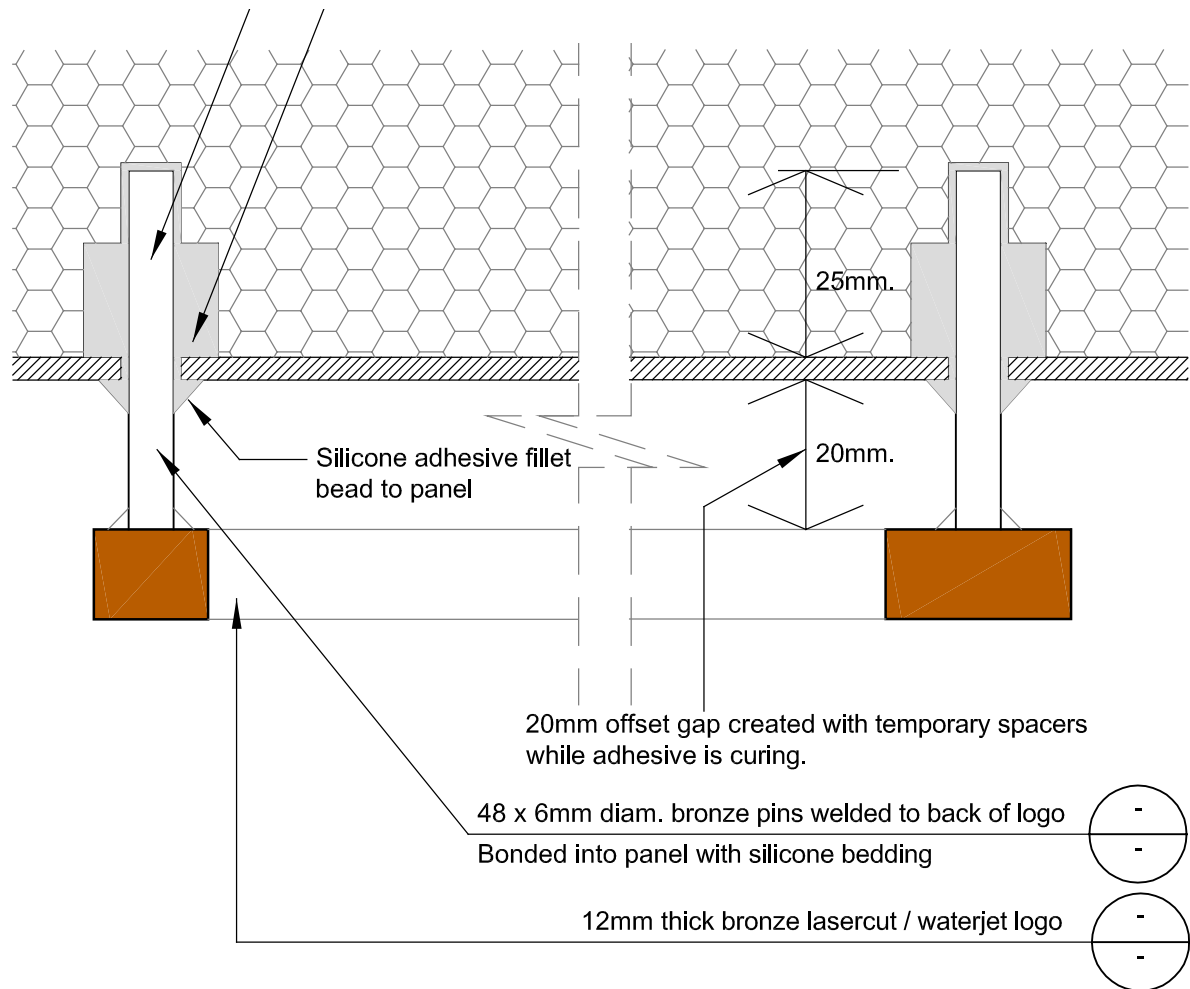
Forbury Place 2 West Elevation
Logo Proposal Location
[Extract of Aukett Swanke drawing 07-145]
Not to scale

3) FORBURY PLACE 2 WEST ELEVATION
LOGO ADVERTISEMENT PROPOSAL DETAILS

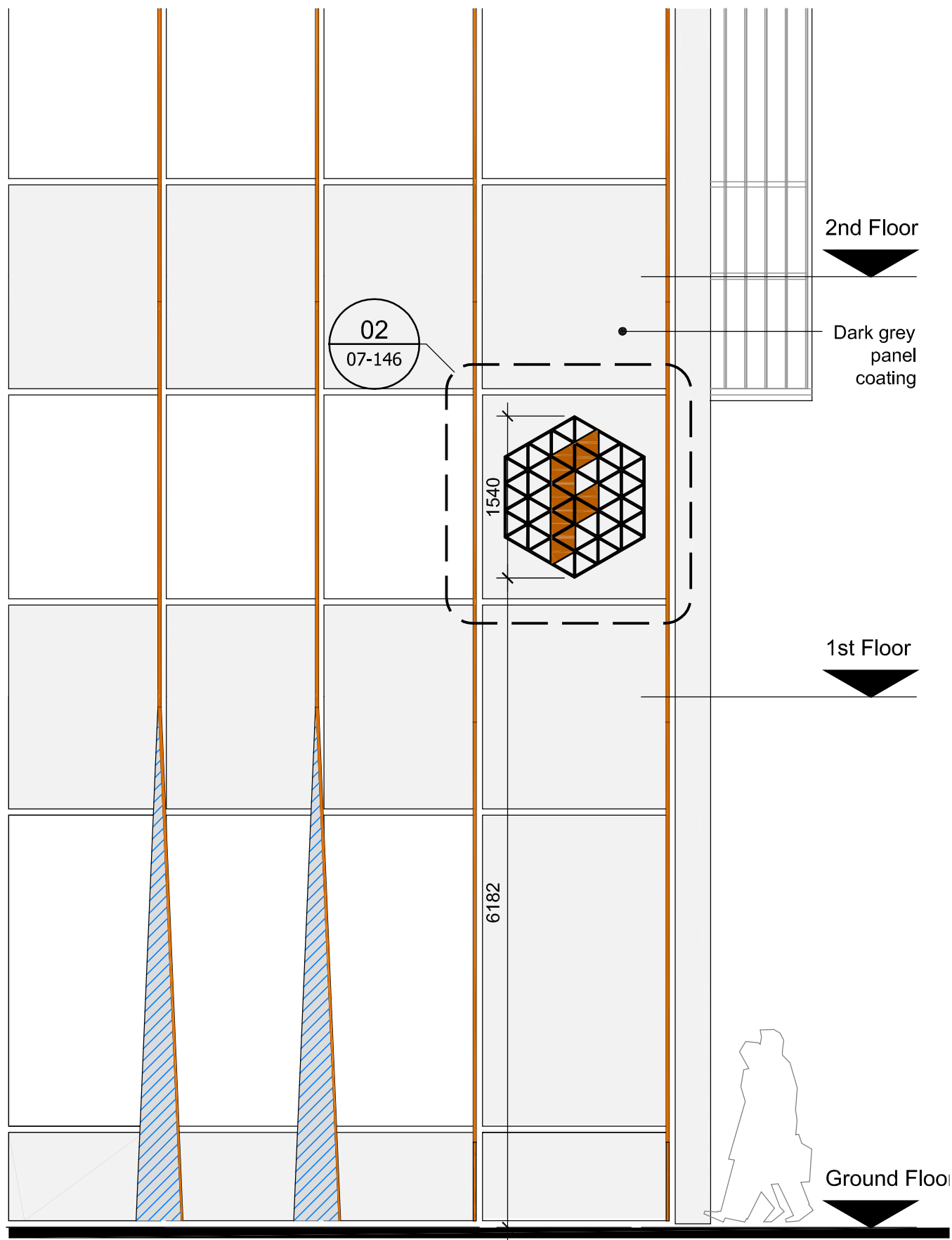
It is proposed that the logo has a 20mm offset gap from cladding and fixed with 10x number of bronze pins welded to the back of the sign and fixed with silicone to cladding.



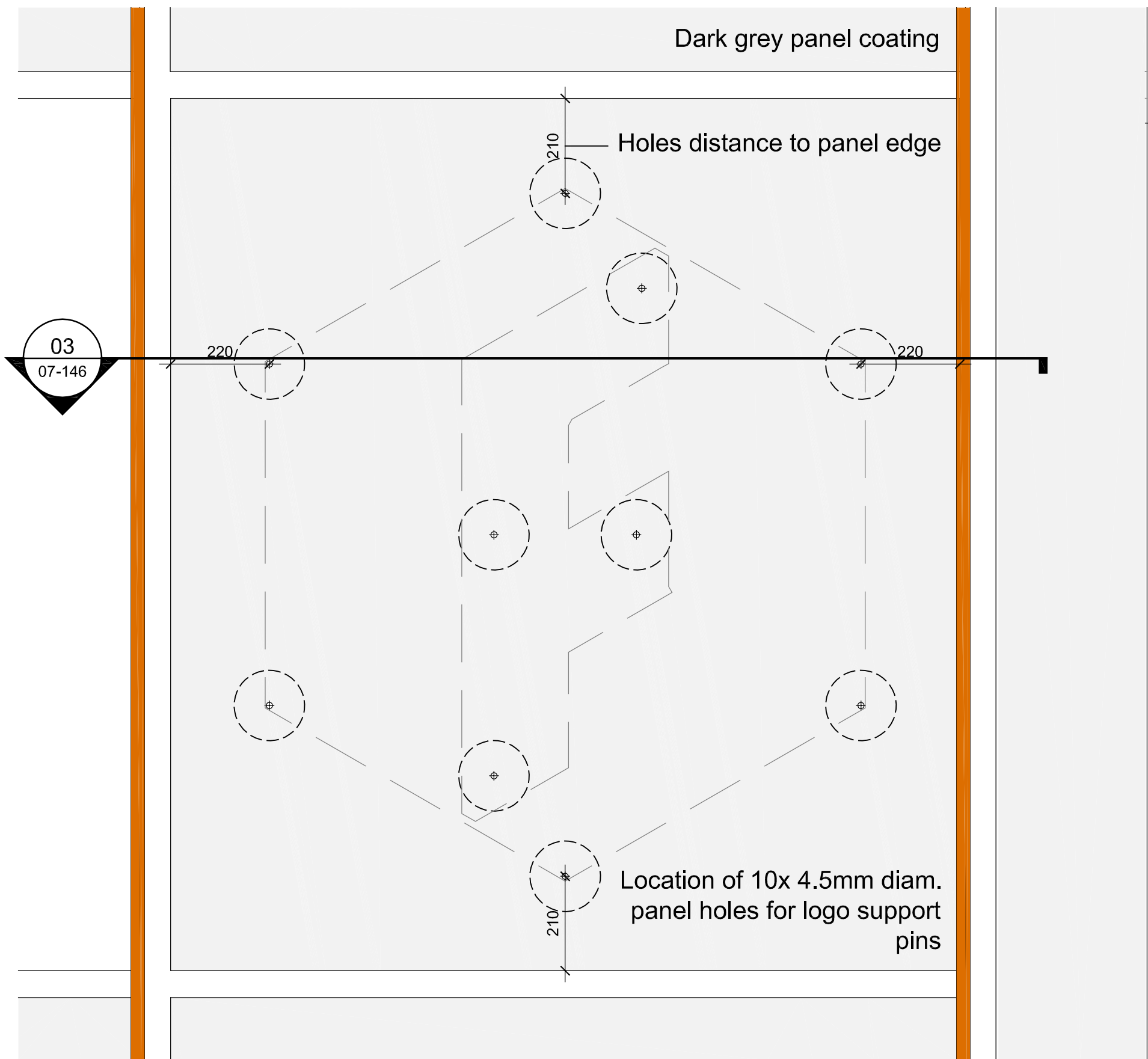
03 01 LOGO PROPOSAL - DETAIL PLAN
07-146 07-146 SCALE 1:10



04 02 LOGO PROPOSAL - PINS DETAIL PLAN
07-146 07-146 SCALE 1:1



02 01 LOGO PROPOSAL - ELEVATION
07-146 07-146 SCALE 1:50



04 02 LOGO PROPOSAL - PANEL HOLES ELEVATION
07-146 07-146 SCALE 1:10

NOTE
12mm thick bronze lasercut/ waterjet Forbury Place logo fixed with silicon layer behind and with 10x number of 6mm diam.x 4 8mm long bronze pins welded to back of sign and fixed with silicone adhesive into cladding.
Estimated logo weight: 7.5kg
Estimated weight taken by each pin: 0.75kg

Forbury Place 2 West Elevation
Logo Proposal Details
[Extract of Aukett Swanke drawing 07-146]
Not to scale

3) FORBURY PLACE 2 WEST ELEVATION
LOGO ADVERTISEMENT PROPOSAL:
EXISTING AND PROPOSED VISUALS

Images below show the location of the proposed site logo on the West Elevation.

The pictures were taken while works are progressing on site, so few temporary site items are visible, like the white cabin and the fencing.

In front of this Elevation, there will be a planter with trees and bushes, as described below.

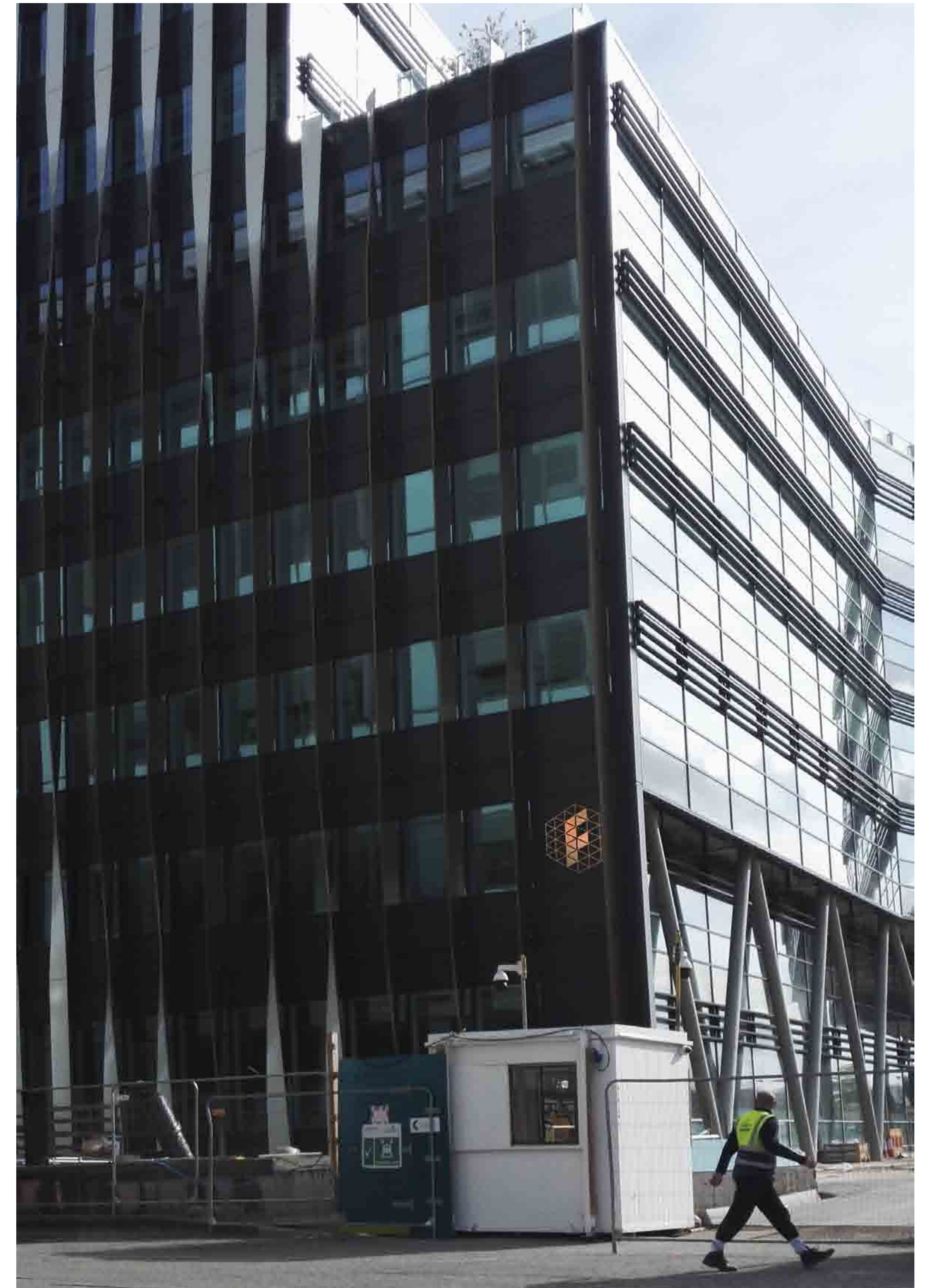
Temporary fence
Future planter
location
Temporary site
cabin



Forbury Place 2 - West Elevation
Existing Visual
Img. 01



Forbury Place 2 - West Elevation
Logo Visual Proposal
Img. 02



Forbury Place 2 - West Elevation
Logo Visual Proposal
(Blow-up of Img. 02)

DRAWINGS REPLACED FOR NMA

DRAWING NAME	CURRENT APPROVED DRAWINGS	REPLACED/ NEW DRAWINGS
PLANNING SITE LOCATION PLAN	-	21390-AR-07-110
PLANNING SITE DEMISE PLAN	-	21390-AR-07-111
PLANNING PROPOSED GROUND FLOOR PLAN	21390-AR-07-100C	21390-AR-07-100D
PLANNING EAST ELEVATION SITE BOUNDARY	21390-AR-07-140	21390-AR-07-140A
PLANNING EAST ELEVATION SITE BOUNDARY DETAILS	21390-AR-07-132	21390-AR-07-132A
PLANNING EAST ELEVATION SITE BOUNDARY LOGO	-	21390-AR-07-142
PLANNING PROPOSED WEST ELEVATION	21390-AR-07-129	21390-AR-07-129A
PLANNING WEST ELEVATION LOGO PROPOSAL	-	21390-AR-07-155
PLANNING PROPOSED SOUTH EAST ENTRANCE WALL SIGNAGE	-	1049-472C
PLANNING WEST ELEVATION FORBURY PLACE LOGO	-	21390-AR-07-145
PLANNING WEST ELEVATION FORBURY PLACE LOGO DETAILS	-	21390-AR-07-146