

BGY

Campus, Reading International Business Park

Signage Application

Design Information

26th February 2025

BUCKLEY GRAY YEOMAN

Executive Summary

This design statement has been prepared on behalf of Tristan Capital Partners as the applicant, to accompany an application for advertisement consent to display corporate signage at Campus, Reading International Business Park, Reading, RG2 6DA. The proposed signage framework forms a key part of the ongoing investment and marketing programme for the site which seeks to emphasise its function as a flagship multi let office building, which is no longer solely occupied by Verizon. It is a reasonable expectation of major new tenants that they can advertise their presence at Campus, and consent is sought for signage which would be consistent with the broad size and scale of existing signage at the site.

Given the exact detailing of the proposed corporate signage will change as tenants of this multi-tenant building come and go, an element of flexibility is sought over the detailing of the exact adverts displayed. As such the application seeks consent for the use of the site for the display of adverts and the structures intended for such display as shown within this document. This document sets out a range of detailed parameters that the proposed signage will comply with including their size, height, depth, positioning and the maximum height of lettering, to give comfort that future signs will be appropriate. It is intended that subject to compliance with the approved parameters, further consent would not be needed, as new tenants occupy, and signs with differing logos/lettering are installed within those parameters.

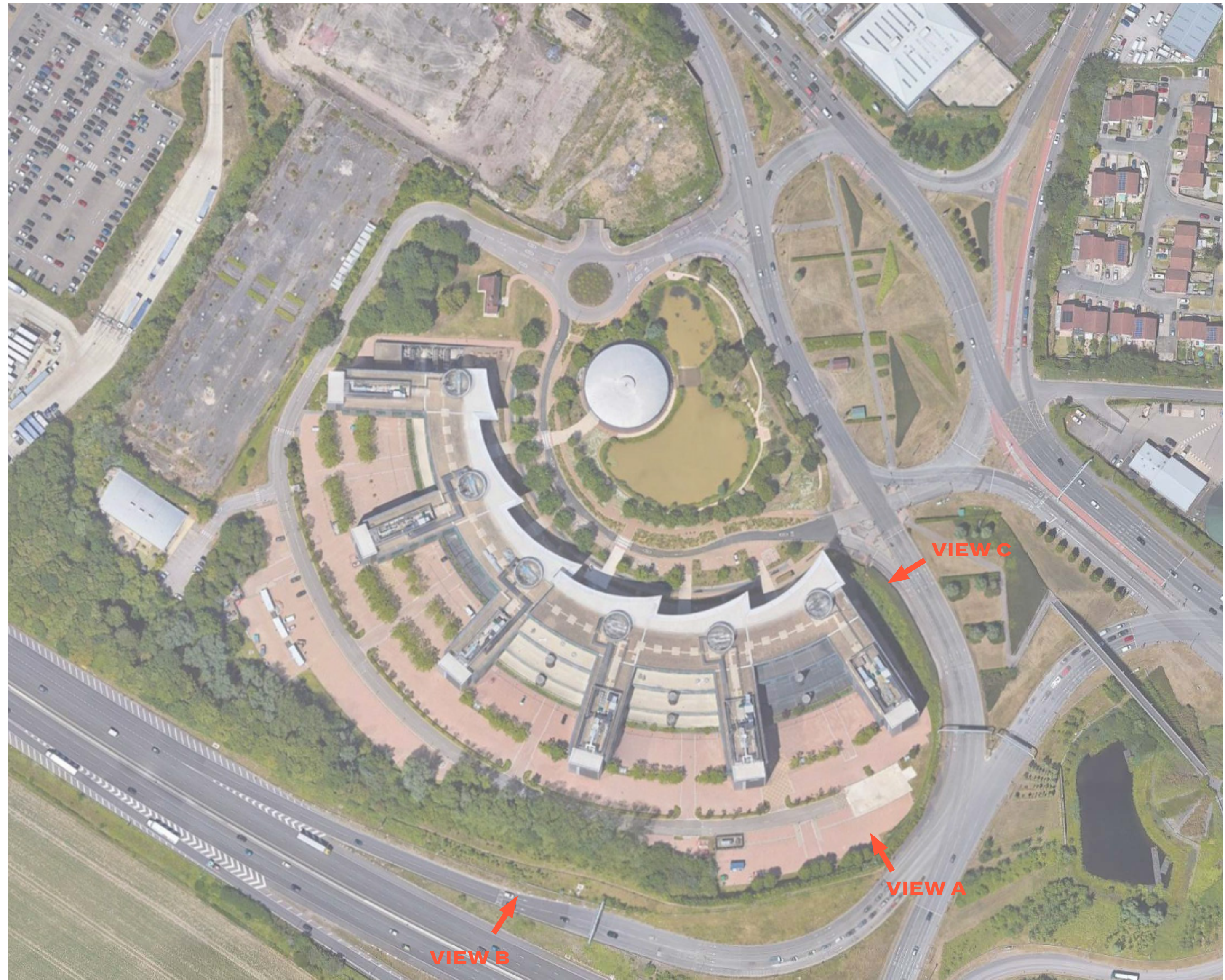


Aerial Image

Campus, Reading International is a prime 375,000 sq ft multi let office building and one of Reading's most high profile out of town business park locations. It sits on the south end of Reading adjacent to the M4 with excellent connections to both London and Heathrow Airport.

The existing building includes external signage from an existing tenant (Verizon) and this application is for the inclusion of 8 No. Additional signs in the same format as the existing.

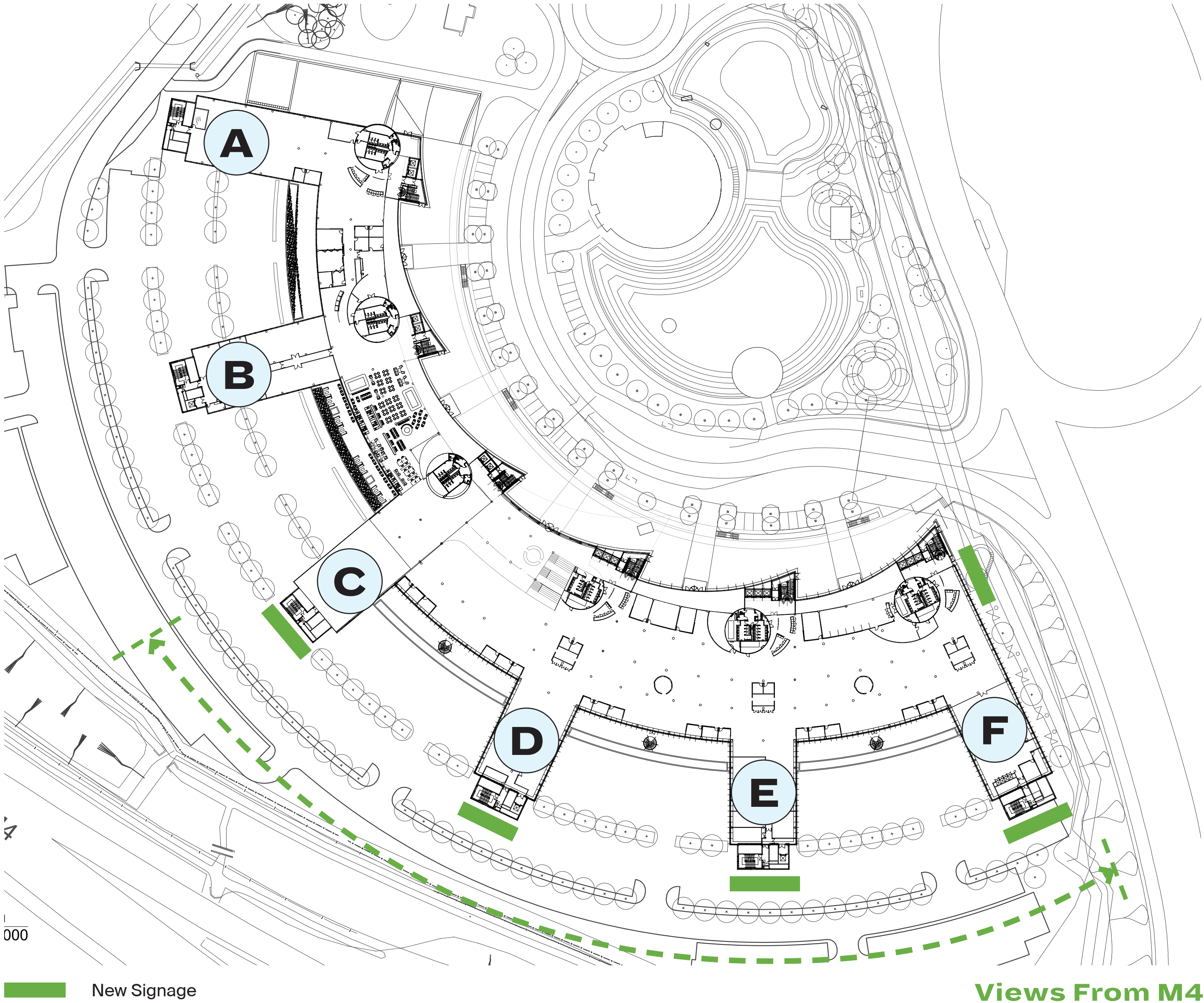
The purpose of this signage is to allow occupiers within Campus to display their corporate name or logo in a high profile location in a similar style to the existing Verizon signage, therefore improving the success of the building as a prime multi let office.



Signage Opportunities

SITE PLAN

The existing building includes 6 'spurs' fanning out from the centre of the building. The majority of the spurs are clearly visible from the adjacent M4 and Basingstoke Road. There is an existing sign for VERIZON on spur 'E' which has been in situ since they occupied the building over 20 years ago.



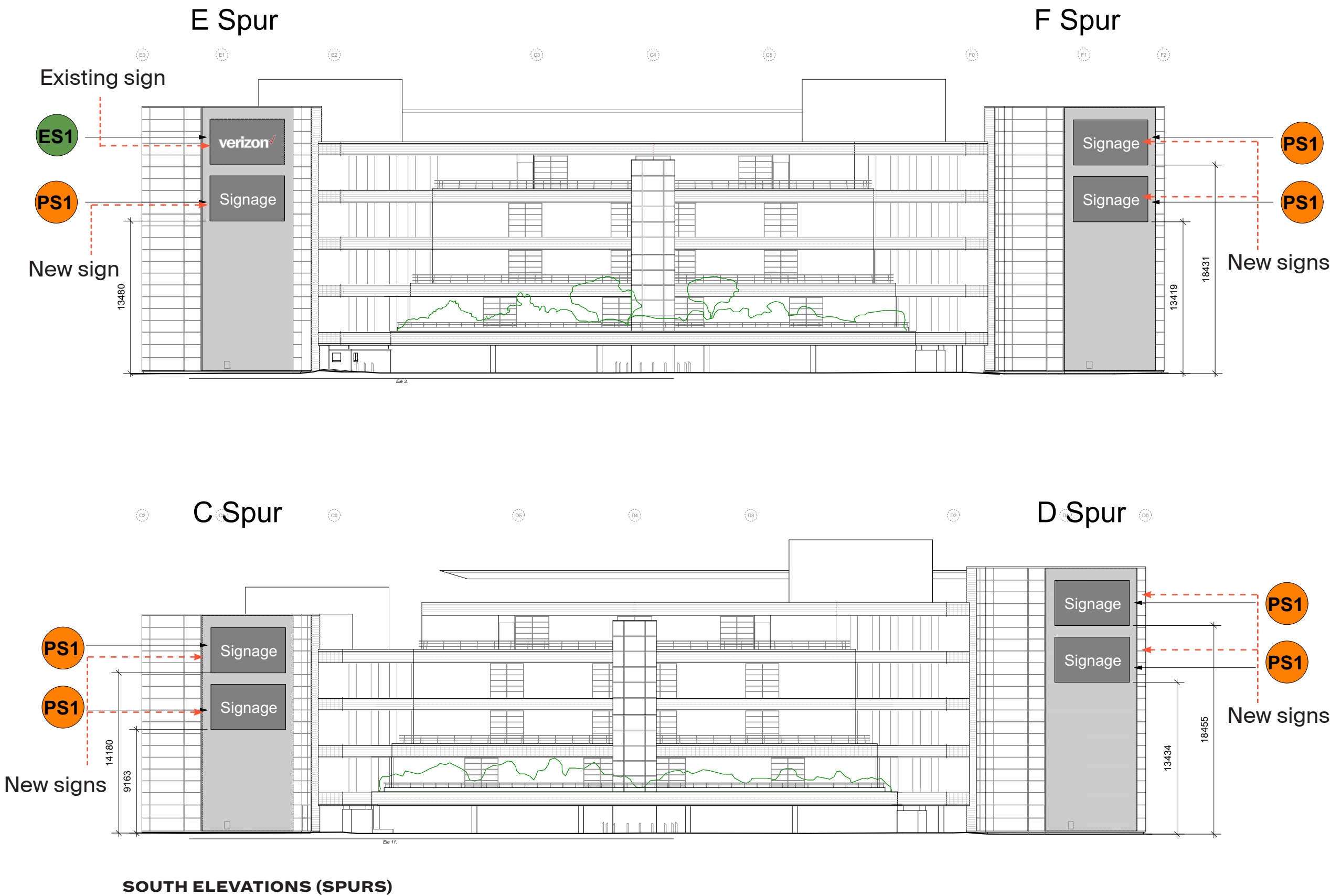
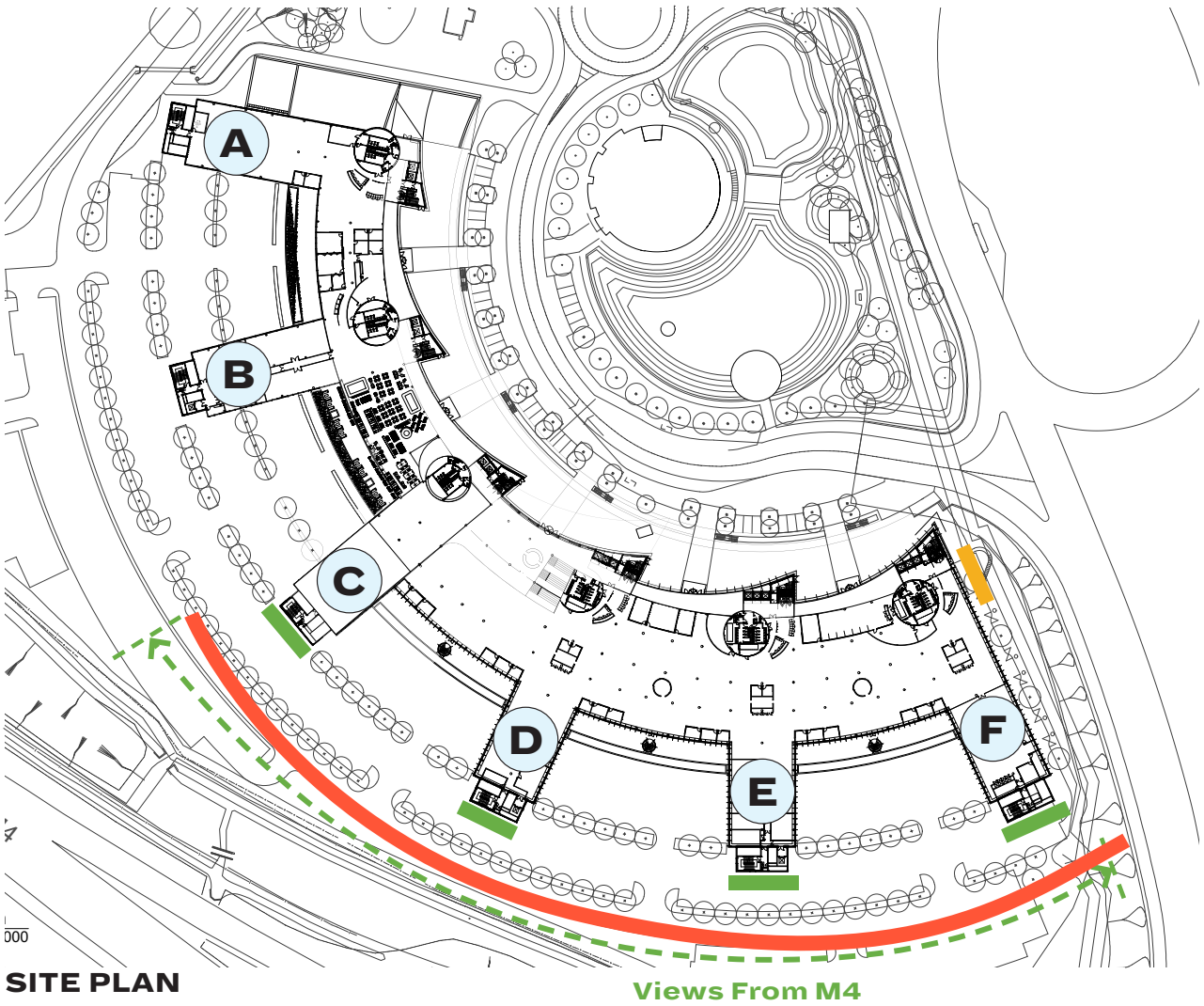
Views From M4

Proposed Elevations - SOUTH

The proposals seek consent for future installation of eight new signs that match the existing VERIZON sign in size and design to display corporate logos for incoming tenants to the building. The exact content will only be known as and when occupiers confirm their signage style and design.

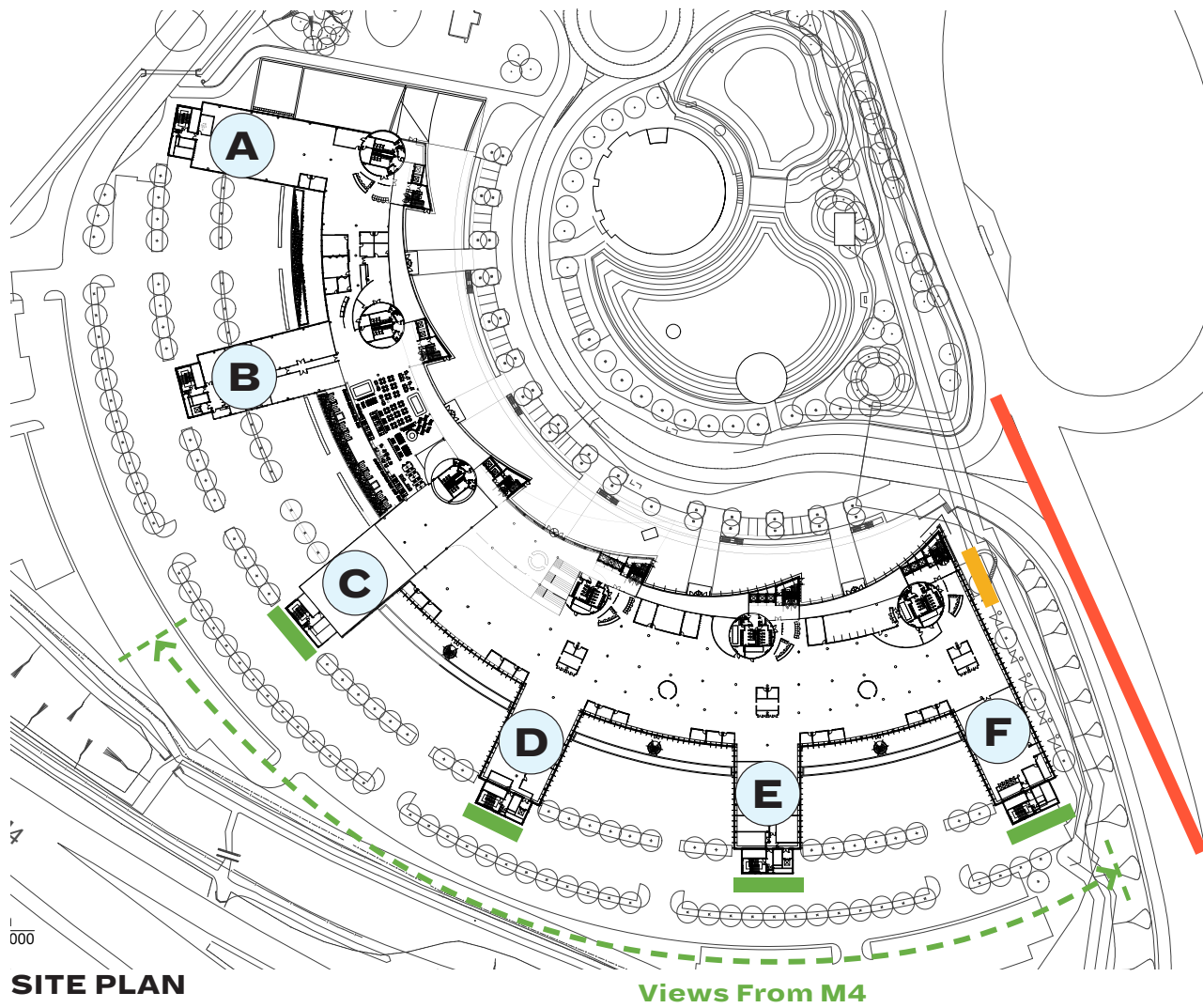
Each sign will be constructed using a PVC banner stretched on a polyester powder-coated aluminium frame (see page 8 for further details) and will adhere to the design guidelines outlined in this pack and the associated drawings.

All signs will be mechanically fixed to the facade and be unilluminated.



Proposed Elevations - East

The elevation facing east (A33) has a large blank wall that a smaller-format signage board could be fixed at high level.



Signage Precedents



Fixing Details

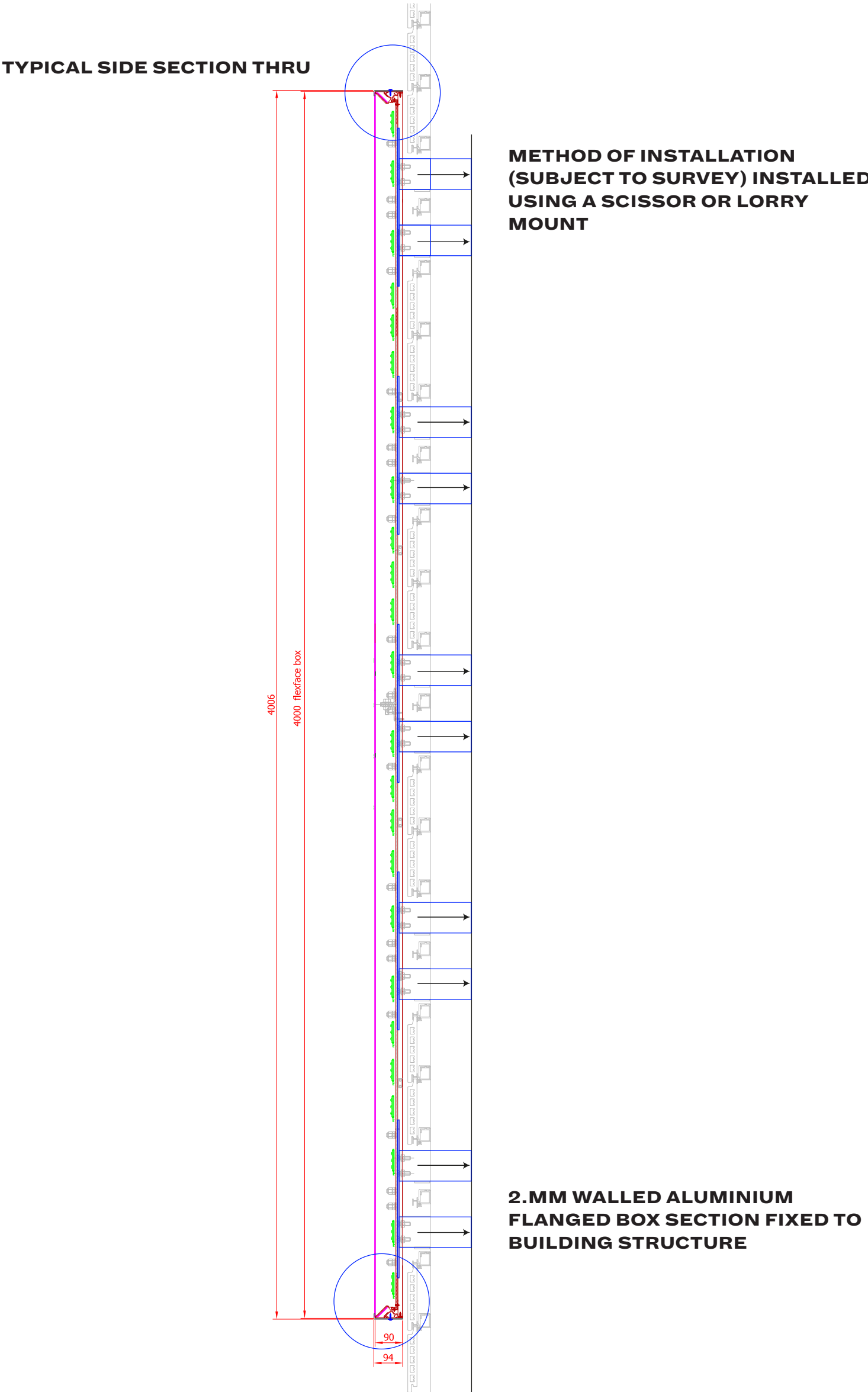
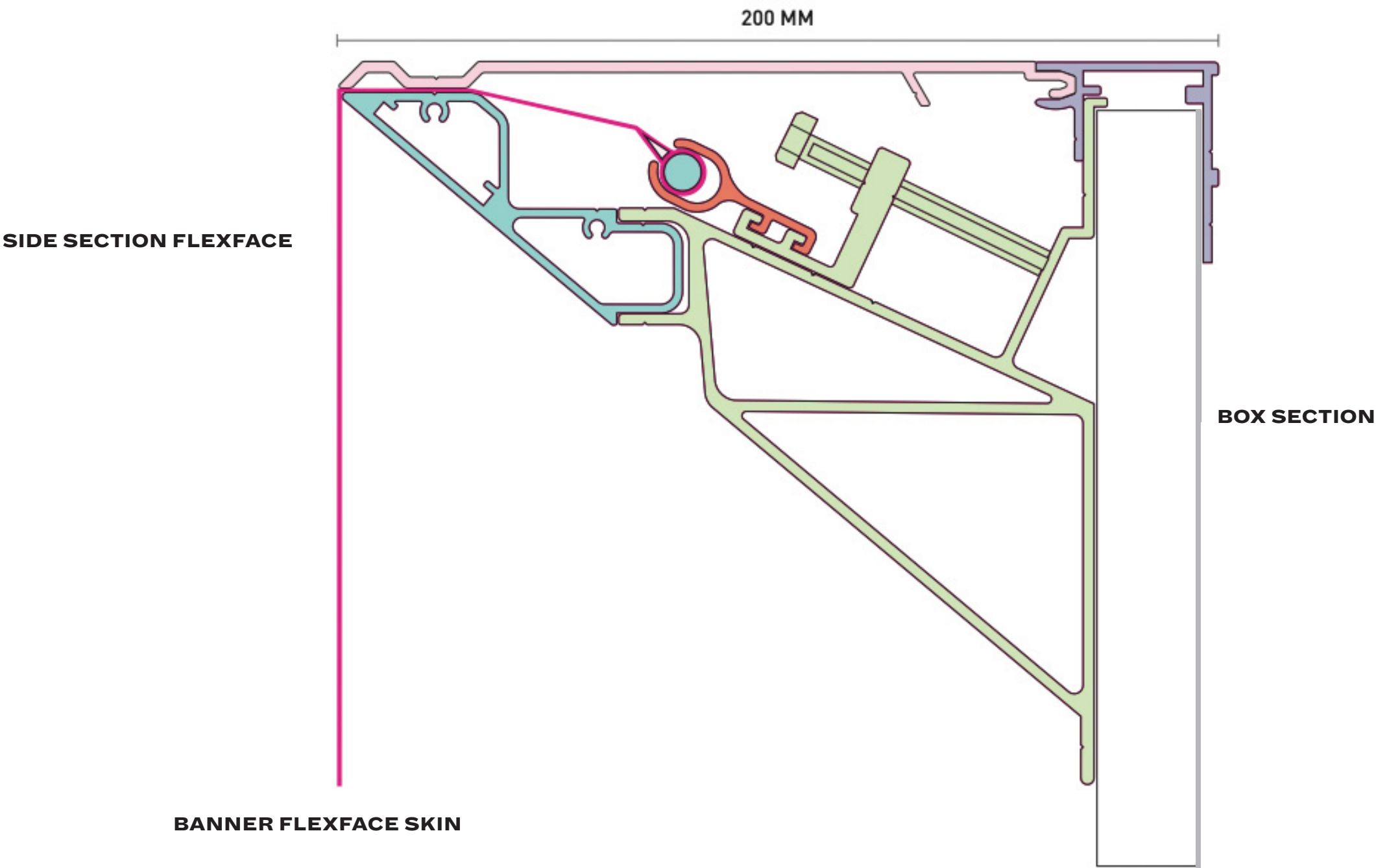
Installation process for flexface signage system

STAGE 1: involves removing the tiles and installing walled aluminium horizontal bars (x10) with anchor supports fixed into the concrete block, subject to survey. Tiles that do not interfere with the horizontal bars are to remain in place.

STAGE 2: requires bolting the flexface system extrusion to the aluminium horizontal bars and covering any exposed areas behind the system with a dpm sheet.

STAGE 3: involves fitting the banner skin over the frame. An aluminium sleeved bar is slotted into the extrusion and tightened using bolt fixings located around the perimeter of the flexface extrusion. These fixings maintain the tension of the printed flex once it is properly secured.

STAGE 4: completes the process by screw-fixing the perimeter cover plates to the frame and applying weatherproof sealant around the edges of the flexface unit to prevent water ingress.



2.MM WALLED ALUMINIUM
FLANGED BOX SECTION FIXED TO
BUILDING STRUCTURE

Elevation Placement

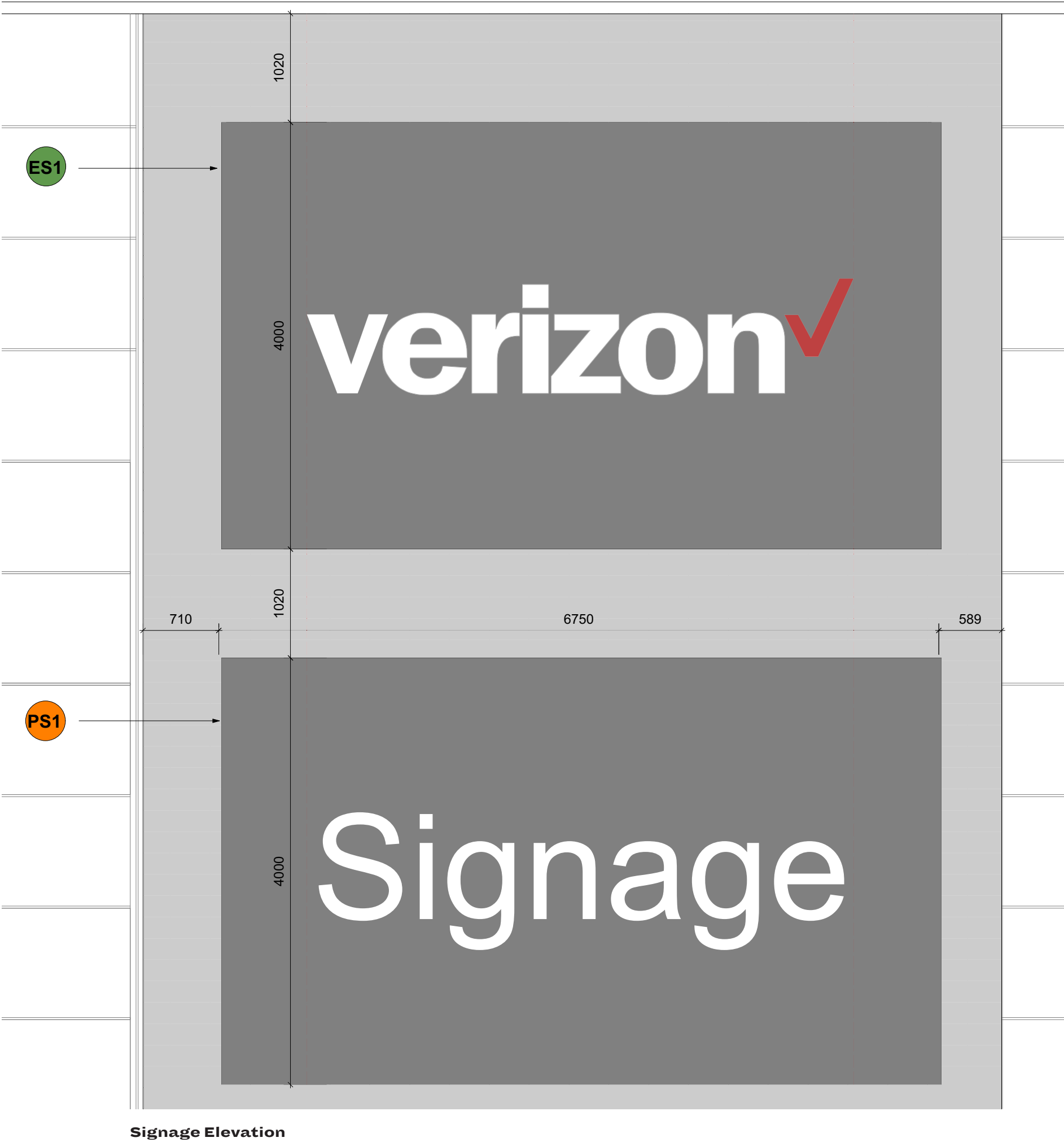
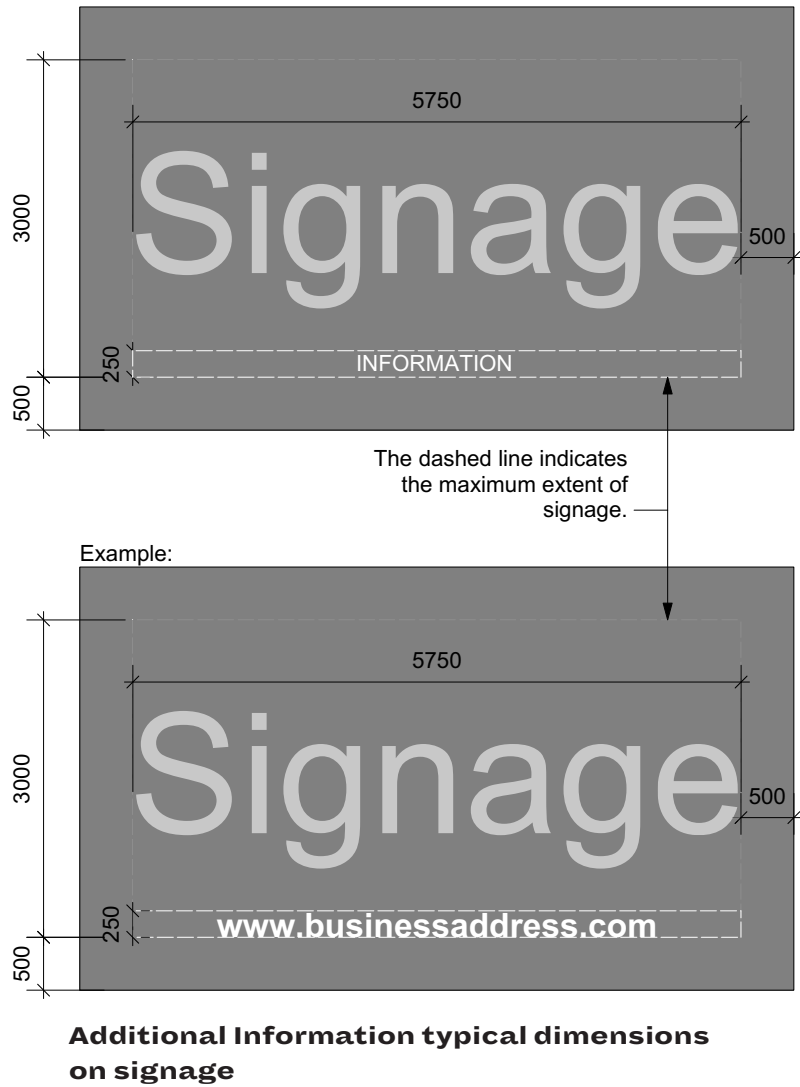
The proposed placement of the new signage boards are to align with the horizontal placement of the existing VERIZON sign on the south facade.

The width and height of the new signage boards are to match that of the existing VERIZON sign.

Where the signs are new on a spur, the new signage will be placed in the same location as the VERIZON sign on spur E, which will be retained.

With the exception of the east elevation signage which has only one new sign as shown on page 6.

We have also provided the maximum dimensions for the signage, ensuring consistency and optimal visibility. These dimensions take into consideration the possible inclusion of additional permitted information within the designated signage area.



Proposed Sign Details

South Elevation Signage

The new signboards are designed to be flexible, allowing building tenants to display their corporate logo within the designated signage area. Telephone numbers will not be permitted. However, logos, a strapline, and possibly a web address may be included, with no other wording allowed.

We have also provided the maximum dimensions for the signage, ensuring consistency and optimal visibility within the signage area.

The dashed line indicates the maximum extent of signage.

PS1

4000

6750

5750

Signage

500

3000

120 300

1 Proposed Sign Elevation
Scale: 1:20

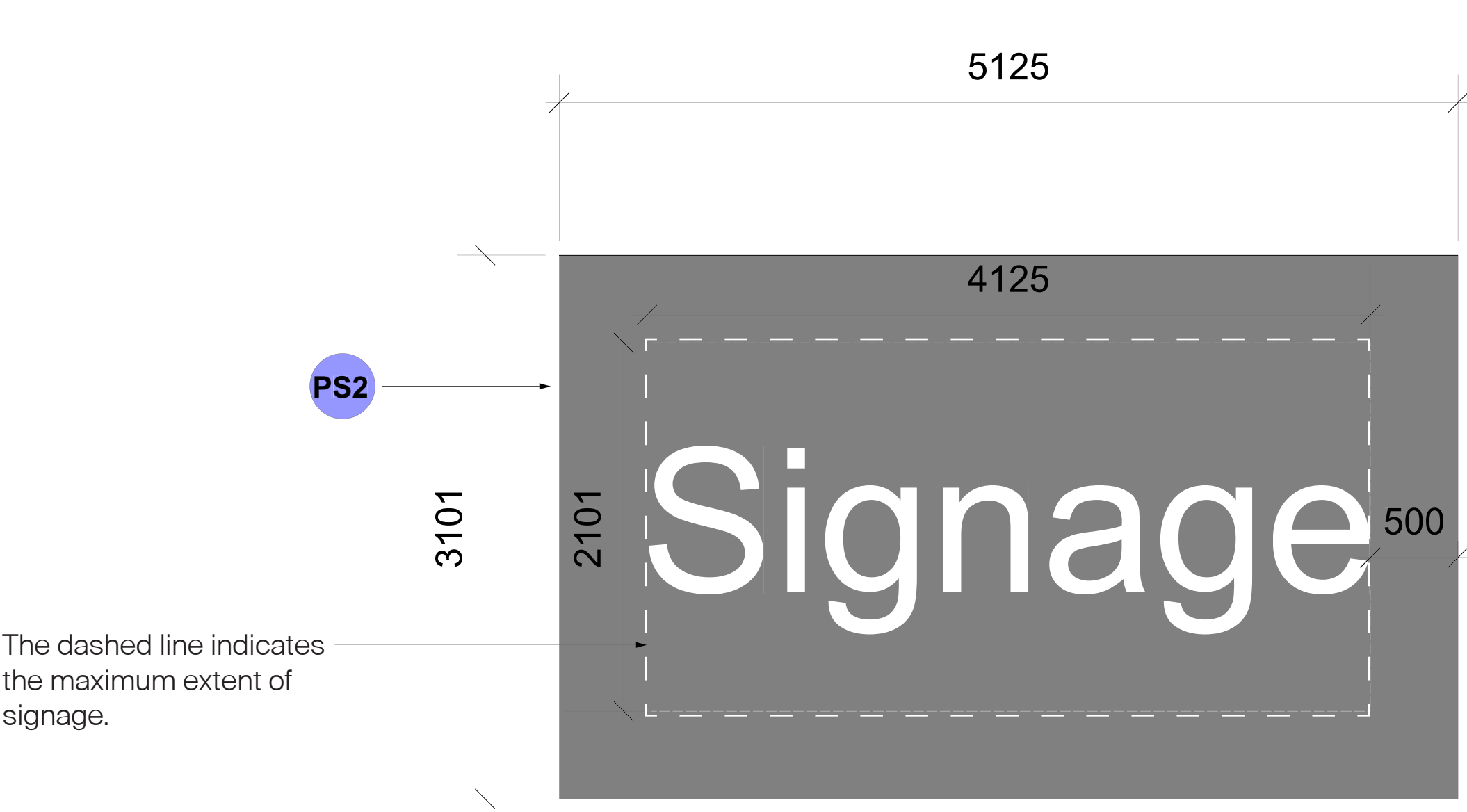
2 Proposed Sign Section
Scale: 1:20

Proposed Sign Details

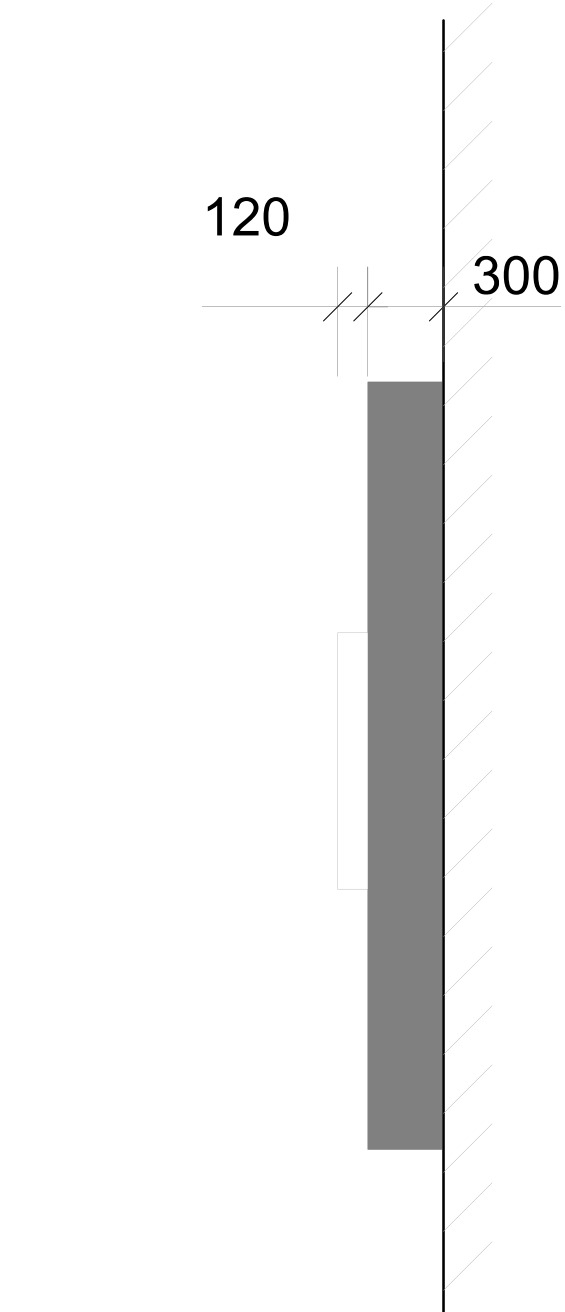
East Elevation Signage

The new signboards are designed to be flexible, allowing building tenants to display their corporate logo within the designated signage area. Telephone numbers will not be permitted. However, logos, a strapline, and possibly a web address may be included, with no other wording allowed.

We have provided the maximum dimensions for the signage, ensuring consistency and optimal visibility within the signage area.



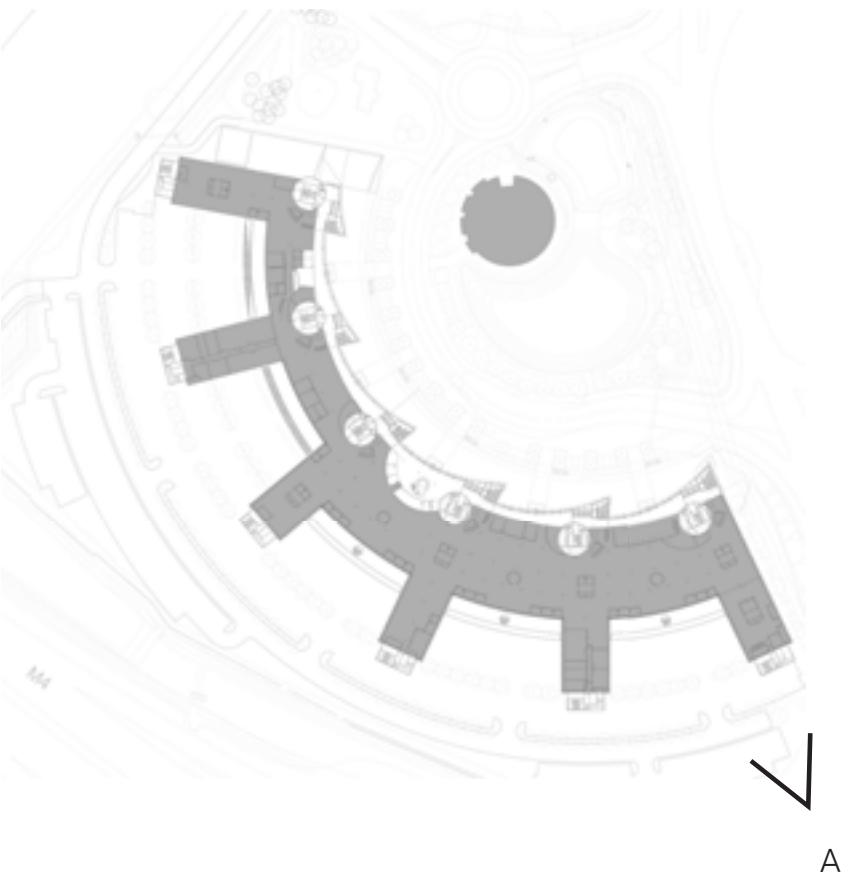
1 Proposed Sign Elevation
Scale: 1:20



2 Proposed Text Sign Section
Scale: 1:20

VIEW A - Junction 10

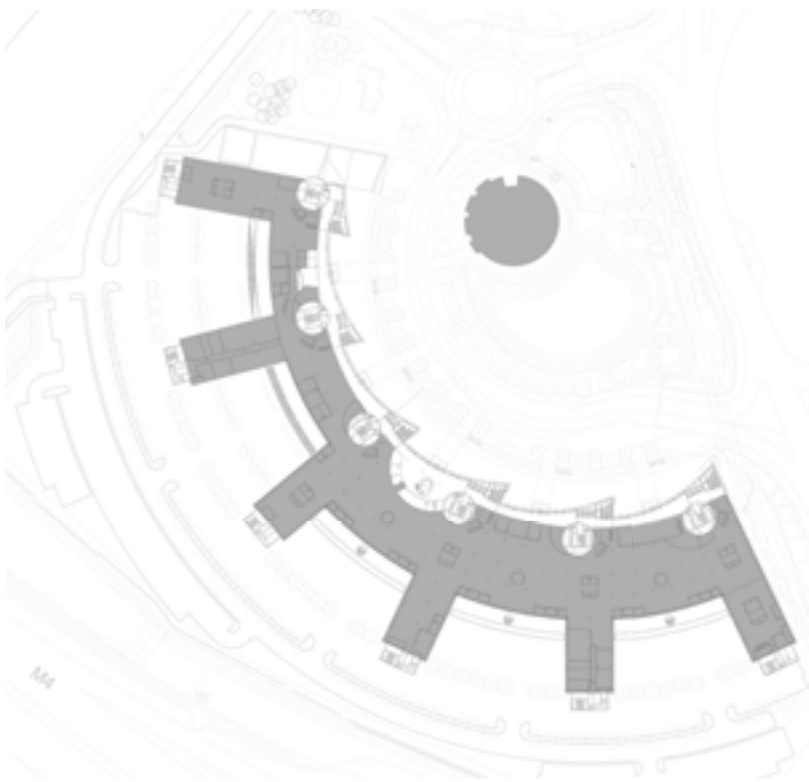
KEY PLAN



REAR EXTERNAL VIEW B

View B - Spurs From M4

KEY PLAN



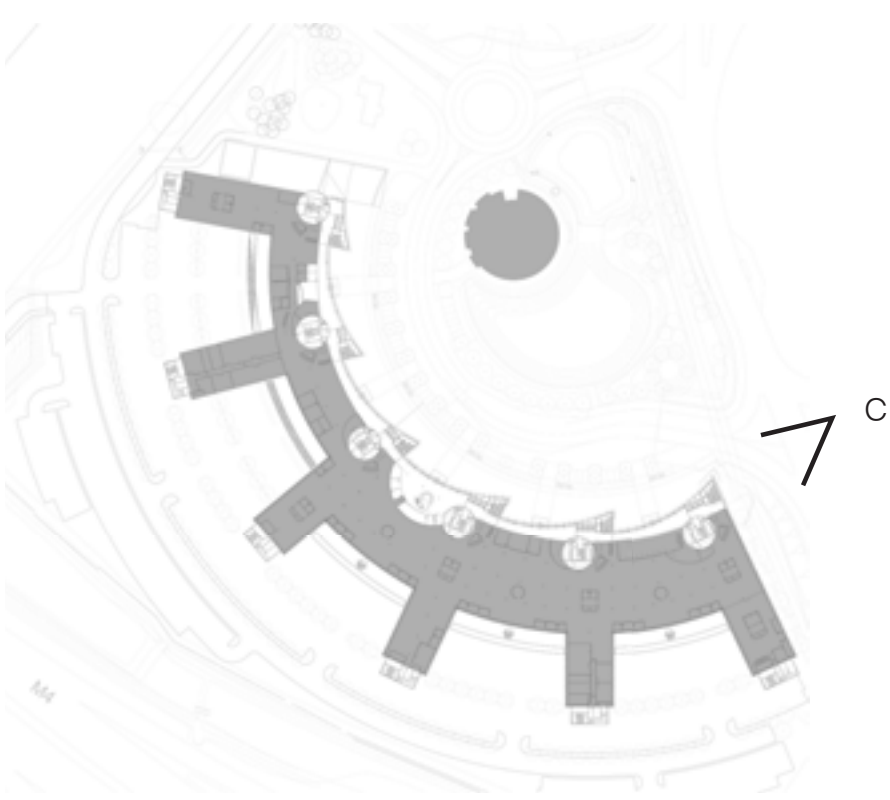
B FROM M4



REAR EXTERNAL VIEW B

View C - Spurs From A33

KEY PLAN



REAR EXTERNAL VIEW B

BGY

London

4.04 The Tea Building
56 Shoreditch High Street
London E1 6JJ
+44 20 7033 9913

Bristol

3.04 St Nicholas House
31-34 High St,
Bristol BS1 2AW
+44 117 4566 899