

DESIGN AT SOURCE

INTERIOR DESIGN & ARCHITECTURE

Our ref. 2437-4.1-jeg-illuminationstrategy

15/04/2026

GENTING CASINO, 18 RICHFIELD AVENUE, READING, RG1 8PA

ILLUMINATION STRATEGY

OVERVIEW

The proposed signage incorporates a combination of internally illuminated elements and low-key external LED accent lighting.

ILLUMINATION TYPES

- Internally illuminated signage: LED modules within built-up letters and fascia signage.
- External accent lighting: IP65-rated amber LED strips positioned above and below fascia elements.
- Digital displays: Integrated LED screens within freestanding totems.

CONTROL MEASURES

All illuminated elements will be designed and installed to ensure that:

- Light spill is minimised.
- Illumination is evenly distributed.
- Glare is avoided.

The digital screens will display static images only, with transitions occurring at intervals of approximately 2 minutes. No flashing, scrolling or rapidly changing content will be displayed.

BRIGHTNESS

Brightness levels will be set to appropriate levels for a commercial environment and will be capable of adjustment to respond to ambient lighting conditions.

IMPACT

Given the commercial nature of the surrounding area and absence of residential receptors, the illumination strategy is not expected to give rise to adverse impacts on amenity or public safety.

CONCLUSION

The proposed illumination is appropriate, controlled and compliant with best practice for commercial signage, ensuring no adverse impact on the surrounding environment.