

12 May 2023



Ryan Allen
Planning Officer
Planning Section
Directorate for Economic Growth and Neighbourhood Services
Reading Borough Council
Civic Offices, Level 1 South
Bridge Street
Reading
RG1 2LU

Dear Ryan

Former Chlas Ohlson, 61-64 Broad Street, Reading RG1 2AJ
External Alterations and Installation of Advertisements

On behalf of Frasers Group, we are instructed to submit applications for planning permission for external works and advertisement consent for the former Chlas Ohlson unit on Broad Street, Reading. The unit is currently vacant.

Submitted in support of this application are the following:

- CPS 22 046 001 SITE LOCATION PLAN
- CPS 22 046 004 EXISTING ELEVATIONS
- CPS 22 046 108 A PROPOSED SHOPFRONT ELEVATION WORKS
- CPS 22 046 109 A PROPOSED SHOPFRONT FINISHES and SIGNAGE
- CIL Additional Information form

The proposed advertising is as follows:-

- Illuminated projecting 'bus stop' sign on left hand side of front fascia
- New illuminated signage on aluminium back panel to replace former tenant installation
- Internal illuminated signage within window beds at high level
- Illuminated internal poster frames (light boxes) to window bed – static images

In terms of the external works to the shop front, these are as follows:

- Retain and redecorate in dark grey existing aluminium shop-front.
- Retain but clad around existing stone column pilasters and marble bases, with sectional aluminium cladding in dark grey
- Replace existing tenant sign fascia back panel with new aluminium panel set into existing stone detail
- Decorate existing shopfront soffit in grey below main sign

The property lies within the Reading Central Area and is within the Primary Shopping Area. The property is not within a Conservation Area and is not listed, however it is adjacent to a Grade II listed building at 67 and 68 Broad Street.

Policy RL1 of the Local Plan confirms Reading's role as a regional centre and that the vitality and viability of such centres should be maintained and enhanced. The retention of the unit is fully in accordance with the Local Plan town centre policies.

Policy OU5 relates to shopfronts. It sets out that:

"Shopfronts, individual features of shopfronts and cash machines will respect the character of the building on which they are located and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location. Features that positively contribute to the character of the building and street will be retained and, where possible, restored. Safety and security will be maintained and enhanced.

For shopfronts, the following criteria will be fulfilled:

- a) New shopfronts on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest;*
- b) Where a shop occupies multiple units, shopfronts will not run in a continuous horizontal line across the different unit façades. The fascia and the shop windows should be broken up to ensure the features of each unit are not lost;*
- c) Fascia boards should be lower than any first floor windows, and reflect the predominant height of historic fascia boards on surrounding buildings;*
- d) Canopies and blinds over windows and entrances should be for the shading of the shop and should be retractable; and*
- e) Shopfronts should present an active frontage to the street at all times. Where security is essential, security features will be internal, such as internal open mesh grilles. Opaque coverings on shop windows, such as paint and films, will be minimised and will not obscure the window."*

It is our client's position that the proposed alterations to the shopfront do respect the character of the building and will provide a modern, attractive retail unit seeing the reuse of a vacant store.

We trust that the Council will welcome this investment and use of this building and would be happy to discuss any elements with you as required.

Yours sincerely



Katherine Sneed MRTPI
Director