

07.07.2023

PLANNING STATEMENT

For

70 BROAD STREET, READING RG1 2AF

Site Analysis and Proposal

REDEVELOPMENT OVERVIEW

Planning Application for new Shopfront and Advertisement Consent Application for new Illuminated Signage

LOCATION AND DESCRIPTION

The Application site is situated on Broad Street within the pedestrianised zone in the centre of Reading – it is not in a Conservation Area and the building is not Listed. The site is a vacant three storey building, classified Class E on all floors, having previously been occupied by Boots Opticians with the shop at ground floor, consulting rooms at first floor and staff accommodation at second floor. The shop closed down in 2020.

PROPOSAL

The Applicant wishes to convert the ground floor into a bakery/café with kitchen, storage and staff accommodation at first and second floors. As such there is no Change of Use required and the application is for the replacement of the former shop front with a new shop front, awning and signage with corporate retail branding to support the 'Paul' bakery brand.

In developing the proposal, the applicant has taken due consideration of guidance from the Shopfront Design Guide published on the Reading Council website when applying the corporate design standards of the 'Paul' brand. The shopfront will be formed of black powder coated aluminium framing above the retained stall riser which will be painted black to match the 'Paul' brand.

The door is placed off centre to allow for window display and service counter inside the unit. There will be seating and customer toilets to the rear.



The new signage will be mounted on the large fascia separating the ground floor from the first floor rather than the lower fascia of the existing shop. This allows for a taller area of glazing and more daylight into the shop and is also aligned with the neighbouring shops on the high street. The new fascia will sit on the existing concrete fascia band and is a shallow anodised fret cut aluminium box with internal lighting and with 3D individual lettering mounted on top.

In addition there will be two projecting blade signs on each side of the shop and a retractable, fabric awning in matching colours and carrying the 'Paul' brand.

ACCESS AND WASTE DISPOSAL

The threshold at the shopfront will be flush with the pavement. There will be a fully accessible WC to the rear and dropped areas of the counters in compliance with Part M of the Building Regulations

Waste collection will remain as existing, at the rear courtyard, with adequate separate euro bins for recycling and general refuse.

CONCLUSION

The applicant submits this Application in the firm belief that the high end 'Paul' brand will make a positive contribution to the council's commitment to the regeneration of the town centre and Broad Street. We believe that the proposals are relevant to that objective and to the 'Paul' brand. The applicant will also be applying for a pavement licence within the central zone of the pedestrianised zone, further contributing to the appropriate animation of Broad St.