

Design & Access Statement
88 Broad St
Reading
RG1 2AP

March 2023

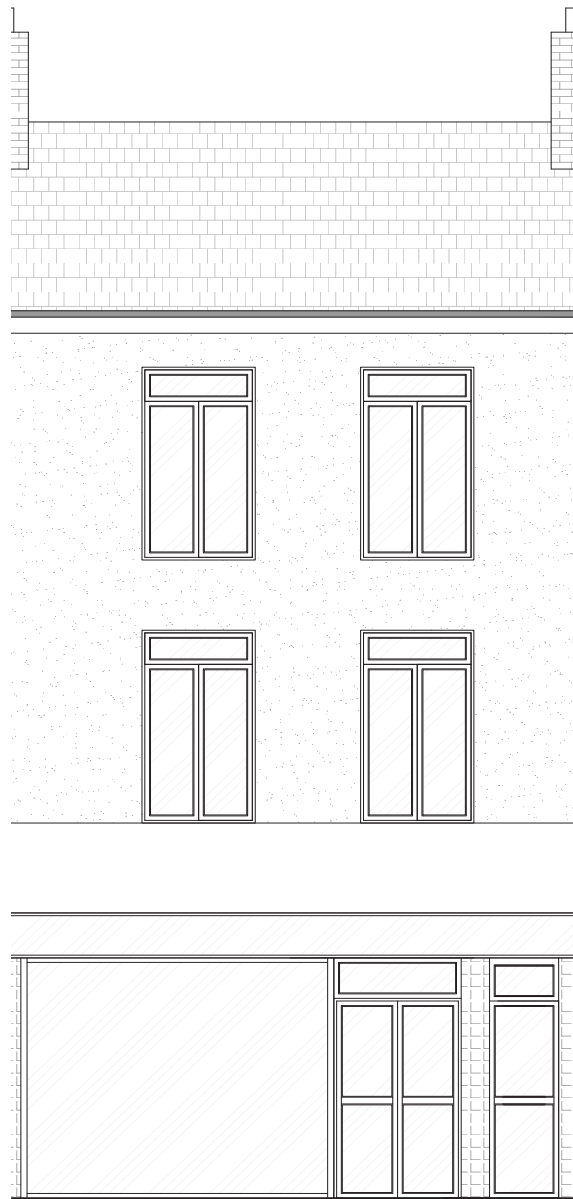
hcl architects

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Existing Shop Front

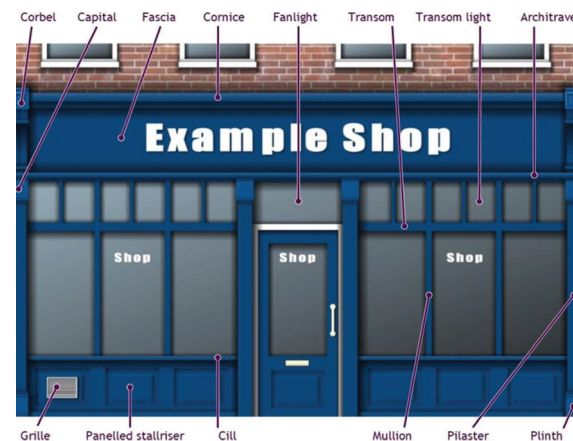


Withdrawn Elevation

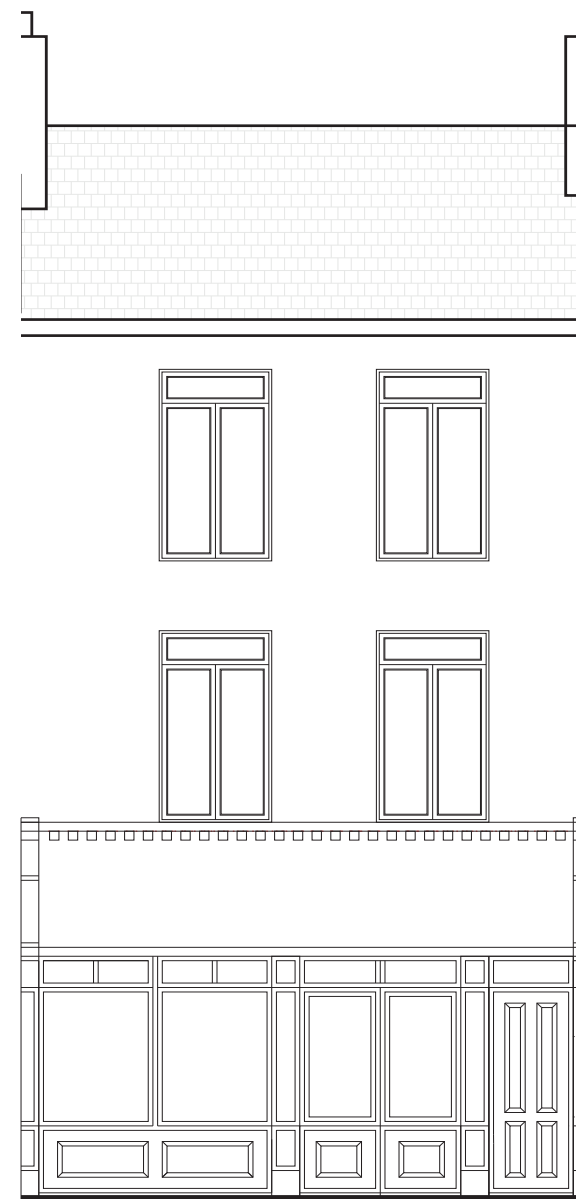
Elements of a shopfront

The following elements of shopfronts are referenced in this document.

Figure 9: Elements of a shopfront. This layout is indicative, representing one variation in design. (Source: RBC Planning).



SPD Guidance



Proposed Elevation

1.0 Executive Summary

This report has been prepared by HCL Architects and accompanies the submission of a *full Planning Application* for 88 Broad Street, Reading.

This application seeks permission to remove the existing poor quality shop front and replace it with a high quality traditional timber design. It also proposes the introduction of a new door to serve the upper parts on the building. No works are proposed to the upper parts.

The ground floor retail area increases from 103m² to 110m².

This application follows the full planning application (no. 211241) that was submitted in July 2021, following conservation and urban design comments made in January 2021 it was withdrawn on the 8th of February 2022.

This application now addresses the January 2021 comments by proposing a traditional shopfront design that follows SPD shopfront guidance.

This report explains the revised design comparing it against the existing situation, the withdrawn design and SPD guidance.

We trust that we have provided everything needed for you to consider this application positively.

2.0 Site Location



Site Location

Application Site

Broad Street Chapel

The application site is 88 Broad Street, the building is not listed, but it is on the Councils list of significant buildings. The building is part of a group of commercial properties on Broad Street that date originally from c.1868.

The application is not the St Mary's Conservation Area but it is located adjacent to the Broad Street Chapel that is a listed building.

3.0 Site Context

The existing shop front is a poor quality design that has a negative visual impact on Broad Street.

The photograph here shows the Broad St Chapel on the left of the application site. 85-87A is on the right of the application site.



Existing Shop Front

Application Site



Existing Shop Front

Application Site

4.0 Planning History

A full planning application (no. 211241) was submitted in July 2021, it was withdrawn in February 2022.

The Conservation and Urban Design Memo relating to the application dated 25th January 2022 commented that the application did not meet a number of recommended guidelines and so the objection included :

- The application proposes to remove the existing shopfront window stall riser.
- It proposes to Install UPVC windows and doors.
- It does not follow SPD shopfront advice; it should be from traditional joinery and not have large areas of glazing.
- If the upper windows are to be replaced the should be traditional timber or metal 'Crittall' type.
- The entry and entrance should be set back from the street boundary.
- There should a signage zone similar to the adjoining property 85-87a.

The report also notes that St Marys Conservation Area would not be affected by the proposal as it relates to the shop frontage in Broad Street.



Proposed Elevation

1. Plinth
2. Pilaster
3. Fanlight
4. Fascia
5. Capital
6. Transom Light
7. Dentil
8. Corbel
9. Cornice



Proposed Broad Street Elevation

Application Site

4.0 The Proposal

This application seeks permission to remove the existing shopfront and replace it with a traditional timber design that follows the Council's Shopfront SPD guidance.

It also proposes the introduction of a separate entrance door to serve the upper parts on the building.

No works are proposed to the upper parts.

The entrance door to the retail unit has not been set back to make better use of the retail space and help avoid anti-social behaviour or rough sleeping taking place.

5.0 Conclusion

This application has been prepared considering and responding to the concerns raised about the 2021 withdrawn application.

We trust that the revised design now proposed appropriately interprets the Council's SPD Shopfront Design Guidance and that you agree the proposal is an improvement on the previous application and the present shopfront, and that it will be a positive and safe addition to Broad Street.