

60 BROAD STREET, READING.

PROPOSED SIGNAGE.

BLACK SHEEP COFFEE LTD



PLANNING SUPPORT STATEMENT

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60 Broad Street, Reading

1. This Support Statement had been prepared to accompany an application for Advertisement Consent, submitted on behalf of Black Sheep Coffee Ltd, for a new fascia sign, projecting sign and outside breeze screens, with logo's and an "A" board, at 60 Broad Street, Reading.
2. The shop unit at 60 Broad Street was until recently occupied by Pret a Manger. Like many similar businesses, the onset of the Covid Pandemic and the wholesale lockdown measures imposed by the Government to restrict its spread led to a dramatic fall off in the number of customers and consequently its viability as an ongoing business.
3. With mounting debt the company was forced to shut circa 40 of its shops and axe 2800 staff, including its unit in Broad Street.
4. Black Sheep Coffee Ltd, a rapidly expanding new coffee shop enterprise, propose to take on the lease of 60 Broad Street and re-open it as a coffee shop, selling its own brand of coffees, teas, smoothies, pastries etc.
5. Pret a Manger secured Advertisement Consent for its company's illuminated fascia sign and circular projecting sign in April 2007 (Council Ref: 070310). The approved fascia sign extended across the whole frontage of 60 Broad Street with the company's name in large individual internally illuminated raised letters, star motifs and non-illuminated script. A circular projecting sign was attached to the shop's left hand pilaster at fascia level.
6. Black Sheep Coffee Ltd wish to replace both these signs with their own branded internally illuminated signs. There will be no structural alterations to the existing glazed shopfront, entrance door or stallrisers.
7. The proposed fascia sign does not extend over the whole ground floor frontage of 60 Broad Street as there is an entrance door to a Medical Centre business to the right hand side, which does not fall within the demise of the unit Black Sheep Coffee intend to lease.
8. The proposed internally circular projecting sign would occupy the same location as that of the approved Pret a Manger sign on the pilaster to the left hand side of the shop.
9. Full details of the signs are shown on the drawings that accompany the application. The fascia sign will have a recycled wood face, fixed on a folded aluminium sign panel, with individual back lit opal letters letter set into and flush with the wooden face of the fascia panel. The proposed projecting roundel sign will be internally illuminated and have the company's trading name and signature logo on it
10. Branded breeze screens are proposed for an outside seating area, granted planning permission on appeal in 2007 (Council Ref: 070258) and situated in the centre of Broad Street. Comprising 8 tables and 16 chairs an "A" board sign is proposed adjacent to this

sitting out area. A separate seating area comprising 2 tables and 4 chairs is to be provided outside the shop front.

11. Planning Permission for these outside seating areas is not required under the relaxations brought in under the Business and Planning Act 2020 (Pavement Licence) (Coronavirus) Amendment Regulations 2022. Should Advertisement Consent be granted, then Black Sheep Coffee will apply for the requisite Pavement Licence.
12. 60 Broad Street is neither listed nor within a Conservation Area and is within the main pedestrianised shopping street of the town, which has a preponderance of ground shop units with associated modern signage lining both sides of the street.
13. It is considered that the proposed signage respects the 4-storey host building on which it is to be located and is suitable in terms of size, location, design, materials and colour, as required by Policy OU4 of the adopted Reading Local Plan 2019. The proposed fascia sign relates appropriately to the scale, character and features of the building and is located beneath the first floor glazed louvered windows, as required by the recently adopted Design Guide for Shopfronts (January 2022).
14. Unlike other signage in the surrounding area which uses plastic or vinyl for full fascia signs, the one proposed for 60 Broad Street uses sustainable reclaimed wood as a facing material and has the property number inset into it.
15. The branded breeze screens help delineate the extent of the outside seating area in the middle of Broad Street and with the tables and chairs outside the unit collectively provide a degree of surveillance by customers of any potential anti-social activities in the street and visual security for pedestrians.