



DESIGN and ACCESS, PLANNING and HERITAGE STATEMENT

23-24 Market Place, Reading RG1 2DE
ADA/AB/220917

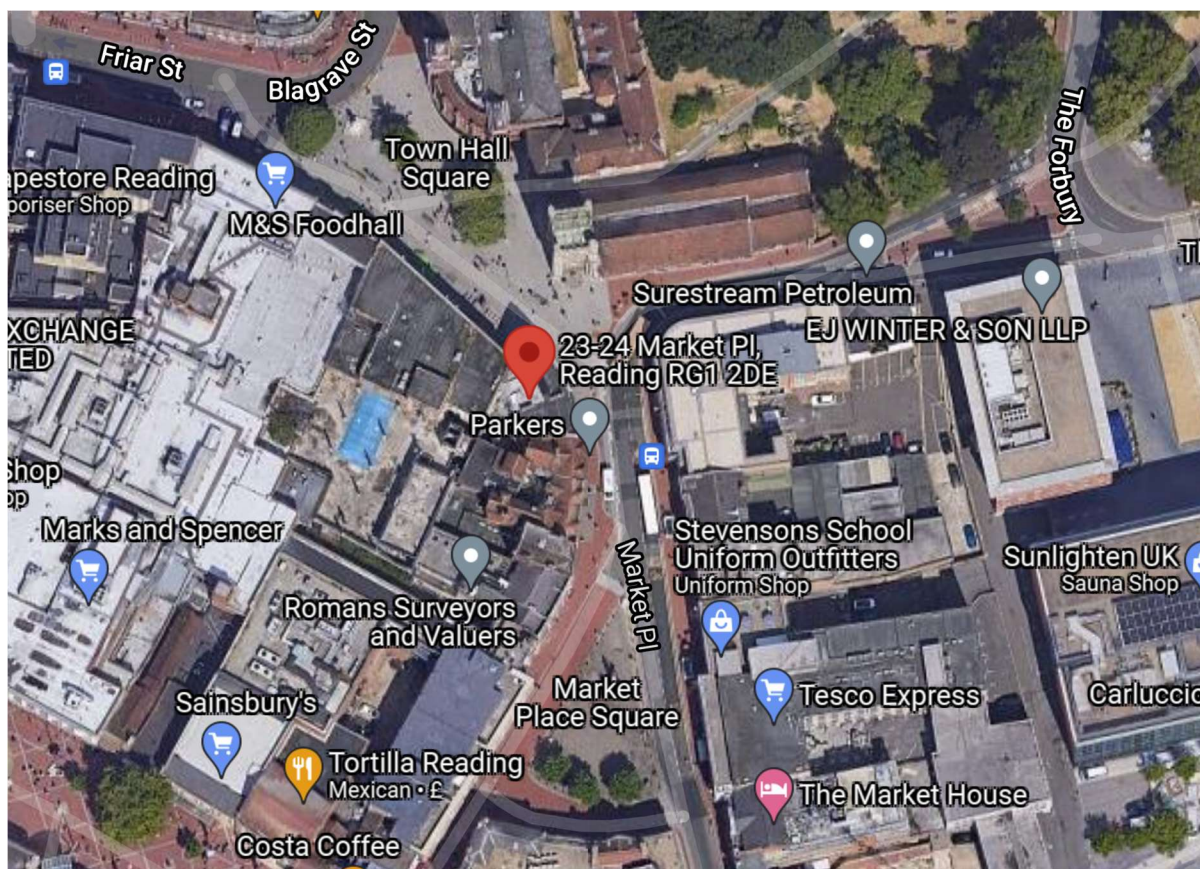
DESIGN and ACCESS, PLANNING and HERITAGE STATEMENT

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1. Site and surrounding area

The application site is the corner unit lying opposite the junction of Market Place (as it bends round) and Forbury Avenue.

Nos 23-34 Market Place is a Grade II listed building in the Market Place/London Street Conservation Area and within the close proximity to St Laurence Church (Grade II listed), The Museum and Town Hall complex (Grade II and II* listed) and to other listed buildings on Market Place.



The site is in a pedestrianised and traffic management zone as well as within Reading's High Street Heritage Action Zone (HSHAZ).

2. Proposal

Listed building consent for an externally illuminated fascia sign and two externally illuminated projecting signs. (total number of 5 laps)

3. Planning History

071218 Advertising to the street level office. – Approved 15/11/2007

071219 Install two projecting and one fascia sign (divided into 3 no. groups of internally illuminated lettering) – Approved 04/10/2007

060137 Additional signage to existing high-level sign and removal of existing light box and replace with name plate – Approved 20/11/2006

060692 Additional signage to existing high-level sign and removal of existing light box and replace with name plate – 13/10/2006

060566 Signs and advertisements on side elevation – 02/05/2006

060591 Signs and advertisements on side elevation – 02/05/2006

051250 Halo illuminated fascia sign to ground floor level; 2 no projecting signs to each side of fascia – 22/02/2006

050125 Changes to ground floor windows and doors, front and rear elevations; including replacement of rear basement fire exit door. Changes to floor levels, ground floor only, internal alterations – 19/01/2006

050655 Replace all windows on front elevation and enlarge ground floor windows. At the rear replace an existing window and enlarge the opening replace existing doors at ground and basement levels – 19/01/2006

050978 Temporary change of use to A1 (Charity Shop) whilst preserving existing A2 use (financial and professional services) – 12/08/2005

900802 Front fascia signs, box signs (window) and plaque (door) Flank: logo, sign and plaque (door) – 14/02/1991

900803 Signage on frontage and flank of premises – 14/02/1991

4. Listing

MARKET PLACE 1. 5128 (West Side) Nos 23 to 26 (consec) SU 7173 NE 1/205 26.7.75. II GV 2. Early C19 loosely attributed to Henry or Nathaniel Briant. 3 storeys, Bath stone ashlar now rendered. Round corner. Moulded cope to parapet. Slate roof. Doric pilasters above ground floor level between each house with fluted caps. Modern shops with Doric piers. 2:2:2 ranges of glazing bar sash windows, 1st floor windows have carved brackets to cornices.

Date first listed: 26 July 1973



Works and effect on listing

The proposal for adverts for the current occupier uses the existing locations within this listed building. Previous occupier already benefitted from externally illuminated fascia sign and internally illuminated projecting signs. The proposed adverts would be in exact same location of former adverts and using the same places to secure all new advertisement.

There would be only 5 lamps above the fascia sign to illuminate all the adverts. Considering the width of the building and only 5 lamps proposed, the illumination level would be much lower and subservient to the building.

The applicant removed all other internal illuminated screens from the unit to ensure the illumination from the unit is not disturbing the listed building and it is respectful to the other listed buildings in the area.

5. Assessment

Harm to the surrounding area

The proposed adverts would not be harmful to the surrounding area as the application is now similar to the former adverts (if not lower in illumination as projection signs are now externally illuminated) on this site and it is in the middle of Reading town centre where all sorts of different adverts are allowed.



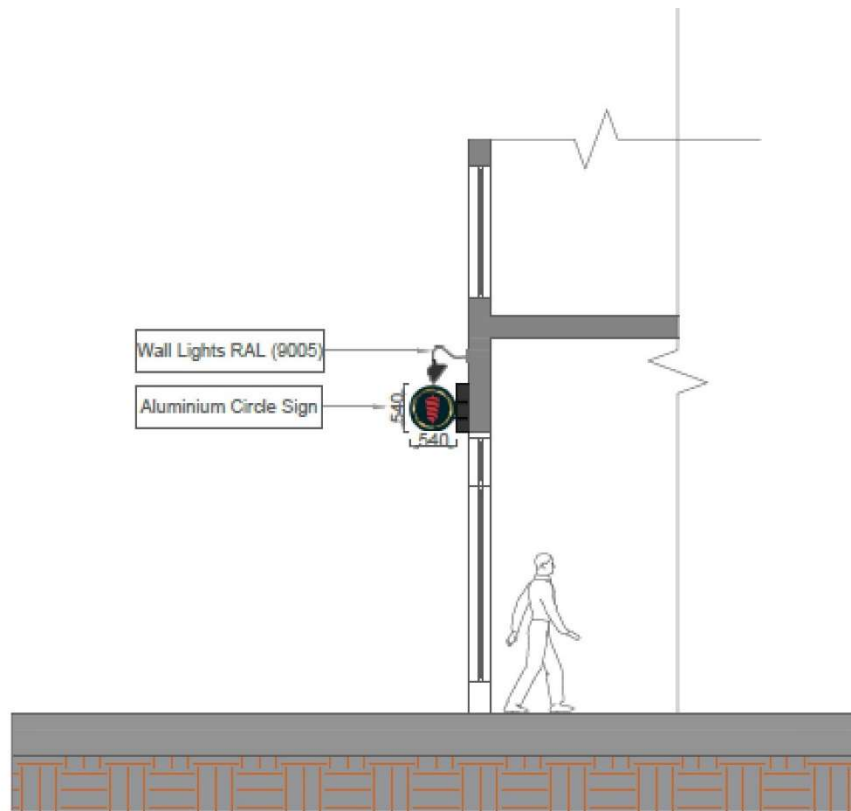
Proposed front elevation

The proposed lamps for external illumination of those signs are traditional style and suitable to the listed buildings and conservation areas.

Harm to the listed building

The proposed lights would be only five for the fascia sign the projection signs. As stated above the design is suitable to this listed building so there would be no harm visually.

The externally illuminated signs would preserve and enhance the character and appearance of the area and would not have a negative impact on the setting of the listed building.



PROPOSED SIDE SECTION

The externally illuminated projection signs.

6. Conclusion

The proposed adverts therefore would not harm this Grade II listed building and its heritage surroundings.