



Design and Access Statement:

Stuart Henley & Partners

in respect of:

Installation of a New Signage at Dukesbridge House, Reading

**6 Wrotham Business Park
Barnet Herts EN5 4SB
T: 020 8275 1080
E: enquiries@planningconsent.com**

1.0 The Proposal:

- 1.1 This application proposes the design and installation of a New Signage above the Entrance to Dukesbridge House which faces onto Duke Street, to be supported on an existing semi-circular metal frame which is fixed to the brickwork façade.

2.0 Existing Property:

- 2.1 The Site is located at 23 Duke Street, Reading, RG1 4SA. The site is referred to in this application as Dukesbridge House, and is comprised of existing commercial buildings (Dukesbridge House and Dukesbridge Chambers) along with a car park to the north of Dukesbridge House and east of Dukesbridge Chambers. The site is bounded by residential and office buildings from the west, east and north sides with the river on the south. The planning boundary includes Dukesbridge House and excludes Dukesbridge Chambers. Dukesbridge House has a consented Permitted Development which was approved on 06.06.2019 (Application No: 190602). Change of use of building from Class B1(a)(offices) to C3 (dwelling houses) to comprise 77 residential units has been granted. This planning application is to show that the proposed addition to the external street elevation of Dukesbridge House, with the installation of a new signage on an existing metal semi-circular metal frame, is in keeping with the aesthetic of the existing building.

3.0 Site Appraisal:

- 3.1 Dukesbridge House is located within an Urban Block immediately to the north of the River Kennet and within the Central Zone, which is also inside the Inner Distribution Road (IDR Zone 1).
- 3.2 A semi-circular metal frame, which lends itself to the installation of building signage, is already installed above the entrance to Dukesbridge House which faces Duke Street.



Fig. 1 – Existing Duke Street Elevation

4.0 Heritage:

4.1 Dukesbridge House is located within the London Street Conservation Area and is one of several buildings that form an urban block between Dukes Street, Highbury Wharf and Kennet River. The Conservation Area has buildings that have been designed in a range of styles and variety of materials.

4.2 The proposed minor addition to the façade of Dukesbridge House is in keeping with the aesthetic of building and does not detract from it.

5.0 Design:

5.1 This application proposes the design of new building signage which follows the form of the existing semi-circular metal frame already installed above the main entrance to Dukesbridge House and is fixed to it.

5.2 The proposed facade change has been driven by the change of use of the building, and the need to identify the main entrance of what is now a residential building with a new name. The building's look and feel will not be altered. The colour and materials which will be proposed for the new signage will be in keeping with the aesthetic of the existing building. For more details of the elevation please check the drawing package issued as part of this planning application.

6.0 Conclusion:

6.1 In conclusion - The proposed change to the existing façade of Dukesbridge House is very minor, and will not detract from the aesthetic of the existing façade in any way. It should be granted planning approval.