

Context Appraisal

NatWest, 27 School Road, Tilehurst

LEWISAND
HICKEY



NatWest

Overview

This document should be read in conjunction with all drawings and information submitted in support of the advertisement consent application, as well as the 'NatWest Vision' document which outlines our wider approach to digital facilities.

Location: 27 School Road, Tilehurst, Reading, RG31 5ST

Heritage Context:

- Branch is not in a listed building
- Branch is not within or adjacent to a conservation area

Relevant Guidance: No relevant guidance found on Reading Borough Council website

Application History:

- 141993 - (Granted in 2015) (fascia sign at front and rear, projecting sign, ATM surround signage and purple vinyl cladding)
- 020817 - (Granted in 2002) (External signage alteration)

Proposal: Display digital screen, (internally mounted).

Location

The NatWest branch is located at School Road in mostly residential area. There are not any listed buildings or conservation areas located in a direct vicinity.



Heritage Context

Not applicable as the Branch is not located in a listed building and not within or adjacent to a conservation area.

Advertisement Context

As part of our assessment of the building's context we have reviewed other examples of advertisement and signage within windows of nearby properties at School Road area. We have selected examples which are either of a similar building type or similar signage type, or both.



Dominos, 76a School Road
Large format, suspended poster signage within shopfront window. Non-illuminated.



Co-operative Funeralcare, 104 School Road
Large format, suspended poster signage within shopfront window. Non-illuminated.

Summary:

It is felt that the proposed installation of digital signage is respectful of the building's character and is in keeping with its wider streetscape

- **The digital screen will be of a similar scale and form to existing paper poster currently installed within the window of the building.**
- **Its installation will not have a detrimental impact upon street views, since it will not be visible until adjacent to, opposite or passing the building.**

Please refer to 'NatWest Vision' supporting document for further information on proposed signage type and rationale for its installation.

- **Replacement of paper advertising with digital advertising aligns with NatWest Climate Positive goals, reducing paper usage and waste, and aligns with Lichfield District Council's aims to support businesses and the national agenda.**

Proposed Elevation Visual:

