

DESIGN & ACCESS STATEMENT



INSTALL NEW ALUMINIUM SHOPFRONT WITH FIXED METAL
PROJECTING AWNING AND SIGNAGE WITH ILLUMINATION

at

68 BROAD STREET
READING
RG1 2AF

for

MR BABAR BUTT



REDBRIDGE HOUSE, WATER LANE, UPPER CLATFORD, ANDOVER, HAMPSHIRE. SP11 7PP
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April 2020

1.0 **INTRODUCTION**

1.1 This application is made by the incoming tenant who wishes to change the shopfront and signage to the building. The applicant intends to open the shop as the latest in the national chain of Mr Simms Sweet Shops

1.2 However, the application is to make the ground floor in line with the Mr Simms logos and colour scheme just as all chains do.

1.3 Accordingly, this application is to incorporate the following:-

- 1 A new aluminium shopfront within the existing aperture incorporating a central entrance door.
- 2 A new corporate fixed metal canopy in black and white strips.
- 3 A new fascia incorporating the Mr Simms signage. The letters and adjacent 'bowtie' is to be raised and will be illuminated with hidden halo lighting.
- 4 A round projecting sign incorporating the logo. This will be lit by two small spotlights illuminating both sides of the projecting sign.
- 5 The corporate colours are noted on the application drawings.

1.4 The shopfront is in line with most other shopfronts in the surrounding area and is commensurate with a main street shopping area. We therefore look forward to receiving Planning Permission.

CJS/SAS/868
1 April 2020