

23rd December 2020

Connie Davis,
Planning Department,
Reading Borough Council,
Civic Offices,
Level 1 North
Bridge Street,
Reading,
RG1 2LU

Dear Mrs Davis,

RE: 99 Broad Street – Shop Front Planning Statement – Application Ref: 201755/FUL

We are acting on behalf of J Isaacs Management Ltd to make a planning application for shopfront alterations at 99 Broad Street, Reading; and apply for consent to display of advertisements under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Please accept this supporting letter as our planning statement to assess the proposals against local level policies, and is submitted alongside the following drawings:

- 2754 015 Existing and Proposed Shop Front
- 2754 016 Site Location Plan
- 2754 017 Existing and Proposed Floor Plans
- 219127.5.0 Proposed External Elevations (details)

Reading Borough Local Plan (Adopted November 2019)

OU4: Advertisements

- As specified, the proposed advertisements will respect the building and its surroundings in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and would not have an effect on public safety.
- As specified in the expanded criteria, the proposals advertisements will not obstruct windows or cut across significant architectural features; illumination will not detract from the amenity area or pose a safety hazard to users of the street.
- In considering illumination levels, the proposed illuminated signs will be lit at an appropriate level for the pedestrianised street. The size of advertisement is less than 10m² and will be lit at a maximum of 600cdm².

OU5: Shopfronts and Cash Machines

- As specified, the proposal will respect the character of the existing building, as well as the wider street in terms of its design, colours, materials, lighting and positioning.
- The proposal is an improvement on the existing shopfront which has degraded since it was originally installed by the Nationwide Banking Society.
- The proposal will positively contribute to the character of the building. Moreover, it will improve Broad Street with an active frontage.
- As specified in the expanded criteria, the proposal fascia boards will be lower than first-floor window and reflect the predominant height of historic fascia boards on surrounding buildings. The proposal will present an active frontage to the street at all times; opaque recessed roller shutter to be housed above the shop entrance door only, fully glazed shopfront visible at all times.

In conclusion, the proposals comply with your policy and we trust can be supported.

I look forward to receiving confirmation that the application has been submitted and would welcome the opportunity to discuss the details. Should you require any further information, please do not hesitate to contact me.

Yours sincerely,



Henk Wieringa, MSc Arch RIBA, Partner

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