

HERITAGE, 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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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.

HERITAGE STATEMENT

2.01 67 and 68 Broad Street, Reading are a pair of largely matching Grade II listed three storey buildings with attic and basement built in a Norman Shaw style. The application building is No. 68, being the western side of the pair. The property was built in the 1980's or circa 1900's and consists of a ground floor retail shop with converted storage to the upper floors.

Listing Description for 67 & 68 Broad Street, Reading.

- 2.02 *1890's or circa 1900. In a Norman Shaw manner. 3 storeys and attic. Grey brick with red brick quoins and terra cotta decorative band with dentil strips over 2nd floor. 2 storey recessed bay of 5-lights to left with stucco decoration, small pane upper windows and pediment to centre windows. Similar to right, 2nd floor only (1st Floor lopped off for slightly later shop window with carved pairs of fascia brackets). Carved stucco scroll brackets to cornice entablature with stucco acanthus decoration. Central rainwater head. Mansard tile roof with dentil purlin and 2 corniced dormers of 2 lights (glazing bar sashes) flanking panel. Crested ridge, end chimneys, coped verge. Modern ground floor shops. Included as interesting examples of the Norman Shaw style.*
- 2.03 Significance – The main factor in the significance of this listed building lies in the fenestration, stucco embellishment and cornices that decorate the front façade. The listing description notes the modern ground floor shops. The shopfront and signage of the application building has been changed regularly over the past 20 years and this application is no different in concept.
- 2.04 It is worth noting that the current advertisement sign over the aluminium shopfront is illuminated – the current application also contains lighting, albeit in a soft and subtle way with concealed halo lighting for the script and intern LED lighting to the projecting sign. We believe that this application is a better solution and causes no harm to the significance of the listed façade.