

HERITAGE STATEMENT

Premises at

Malmaison Hotel
18-20 Station Road
Reading RG1 1JX

Premises known to be located within a Conservation Area, being a Listed Building and a Heritage Asset

Current use of premises being Commercial

Proposal

To install 1no. projecting sign externally illuminated

To install 1no. projecting sign supported by Heritage style wall bracket complete with overhead external lighting troughs

Projecting sign being to 'Starbucks' Brand style and colours

All to specification detailed on Pearce Signs Limited drawings 00XXX dated 15.08.2019 already with Council with formal advertisement application for projecting signage

Apart from the installation of the projecting sign permission is not being sort for demolition or alterations to premises and these works will not require any physical change to the building.

The policy is clear and guidelines are set with the intention of being very respectful to the properties across the Malmaison Hotels estate, a number of which are in Conservation areas or are Listed. Illumination to sites is restricted and generally only proposed where deemed appropriate

Pearce Sign Limited ref;

PS00XXX 'Malmaison' 15.08.2019