

Heritage Statement

For

Thomas Cook UK & Ireland Ltd

Advertisement consent application ref 181681

Introduction

This Heritage Statement has been prepared by Gaelite Signs Ltd as part of the advertisement consent application for a new travel agents at the site of 37 Broad Street, Reading, RG1 2AA. The statement has been undertaken on behalf of the Thomas Cook.

Location and Setting

The application being made is within Broad Street which is part of this busy Pedestrianised area. It is a Grade II Listed brick built shop which forms part of the run along the Northern Façade of the street. Broad Street is the primary High Street and was pedestrianised in 1995. It has been re-modelled with a red brick surface and the introduction of trees.

Unit Detail

The design to which the planning application relates is located along the run of shops to the left of the Queen Victoria Street entrance from Broad Street. Situated amongst other well-known High Street brands, the unit visually continues the street scene.

External Detail

The external appearance will be updated through the change of branded signage. This will be a new fascia fixed to the existing shop front façade and the projecting sign will also be updated accordingly. The existing glazed shop front will remain which will be sprayed to Thomas Cook branded colour. Shopfront glazing will have vinyl window manifestations.

Internal Detail

Internally, there are no structural alterations, all walls and ceilings will remain. The internal refit will consist of decoration, new fixtures, fittings and furniture along with graphic images to walls etc

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Overall Appearance

The unit will bring a continued modern feel to the street edge, whilst retaining the character of the existing façade. The chosen finishes are designed to be aesthetically pleasing and externally the unit will offer up an inviting appearance which will serve to enhance the street scene. The proposal will not detract from any of the surroundings and will provide the users of Broad Street a different retail offering.