

GAP READING - Design & Access Statement

GAP has an established policy in respect of the Equality Act 2010. All projects are designed such that where possible, practical and reasonable, Part M of the Building regulations, Equality Act 2010 and the criteria of BS8300 will be met.

Building Description

Existing Provision

GAP currently trade across two levels within 107-108 Broad Street, Reading with a shopfront entrance at ground floor level. A stock room is located at ground floor level with the main BOH areas and another stock room located at First Floor Level. Circulation between the two trading floors is achieved by a customer staircase and a customer lift to the rear of the store. The lift also serves the First Floor for the transportation of stock. A dedicated fire escape staircase to the rear of the store (within the BOH area) serves both floors.

The existing store is located in Reading town centre with the shopfront facing on to Broad Street, opposite the junction with Queen Victoria Street and is situated between John Lewis department store and Clarks shoe store.

The GAP store's current signs were installed in 2013, when it was last refurbished.

Proposal

This design and access statement pertain to works proposed to the shopfront at ground floor level only, and specifically the replacement of existing signage with new. No works are proposed to the internal areas within the GAP demise or to the external building structure.

On behalf of GAP, we are proposing to remove the existing 'GAP' signage to the shopfront and replace them with a new 'GAP Outlet' fascia sign and a new 'GAP Outlet' projecting sign, installed to GAP Outlet's current specification.

External Approach

Existing Provision

The GAP demise is located within a retail unit at ground and first floor levels of a four-storey building dating back to circa 1860. The upper levels of the front elevation consists of painted brick with stone dressings of Tudor-Gothic architecture. The shopfront at ground level dates from the 1990s but has since been refurbished by GAP and consists of pilasters, panelling, glazing frames, stallrisers and fascia band all painted white.

The building was given Grade II listed building status in 1978.

Proposal

The existing shopfront will be retained with all existing elements, except for the signage, to remain as existing. It is proposed for the existing signage to be replaced by new signage in the same locations. The new fascia sign will be installed between the existing moulding detail with 'Gap Outlet' logo central to the fascia sign. The new projecting cubed sign will be installed in the same location as the previous projecting sign with 'Gap Outlet' logo to three sides.

No work is proposed to the upper levels of the façade.

Entrance

Existing Provision

Ramped access from Broad street to the store to be retained, with flooring and entrance doors to remain as existing.

Signage Proposals

Existing Provision

The existing shopfront contains 2no. signs; a fascia sign above the store entrance and a projecting cubed sign to the western side of the shopfront.

The fascia sign consists of PPC aluminium powder coated blue to match RAL 5013 with internally illuminated white acrylic 'GAP' logo/lettering.

The projecting cubed sign consists of PPC aluminium powder coated blue to match RAL 5013 with internally illuminated 'GAP' logo/lettering.

Both existing signs have a lumens level of 150 cd/m².

Proposal

The existing signs are to be removed and replaced with new signs to be installed in the same locations.

The new proposed fascia sign is to be installed between existing moulding details and painted blue (RAL 5013) with internally illuminated white acrylic 'GAP Outlet' logo/lettering and surround. Lumens level proposed at 150 cd/m².

The new proposed projecting cubed sign consists of PPC aluminium finished blue to match RAL 5013 with white acrylic 'GAP Outlet' logo/lettering and surround to three sides. Lumens level proposed at 150 cd/m².

Existing and proposed signage details are provided in drawings J001151-A1-02-A and J001151-A4-02-B. A separate application for Advertisement Consent has been submitted for the proposed signage mentioned in this Design & Access Statement with ref. no. PP-07240246.