

Tiger Retail Ltd
9-10 Broad Street
Reading
Berkshire
RG1 2BH

Heritage Statement

The application relates to replacement signage at 9-10 Broad Street following a worldwide re-brand by Tiger Retail Ltd.

The unit is a two storey retail unit currently occupied and trading by Tiger Retail Ltd.

The unit is contained (in addition to 11 Broad Street, Monsoon) by Sainsbury's and Marks and Spencer's stores which have been built to the side and rear.

The unit is the very last property within Broad Street to be included within the Market Place/ London Street Conservation Area.

Broad Street is one of the main shopping streets in Reading benefiting from a wide, pedestrianised street accommodating many of the large retailers with a range of signage examples. The street is also one of the principle access points for The Oracle Shopping Centre which is positioned to the rear of Broad Street.

We feel the unit has received a series of remodels over its lifetime, with the construction of the large adjacent stores. These alterations have gradually altered the appearance of the unit removing all age defining features.

The application seeks the replacement of the existing signage related items on a like for like basis in terms of overall dimensions and locations. The rebranding programme replaces the former 'Tiger' logo/letting with 'Flying Tiger Copenhagen' logo/lettering. In addition, the existing arrangement of predominately black background with white lettering has been reversed although the full details are contained on the accompanying plans.

As such, we feel the principle of this application will have no change to the character and setting of the application site or indeed surrounding properties and area in general.