



DESIGN & ACCESS STATEMENT

WHSmith Retailing
39 Broad Street, Reading
RG1 2AD



CMC Projects LLP
New Cambridge House
Bassingbourn Road
Litlington
Royston
Herts
SG8 0SS

Date: 25th July 2017

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BRIEF DESCRIPTION

This Design & Access Statement has been produced by CMC Projects LLP on behalf of WHSmith Retailing LTD in support of a Listed Building application.

The proposed site is situated along 39 Broad Street, Reading, RG1 2AD with an additional entrance accessed via Friar Street, Reading.

The building is grade II listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

The application seeks Listed Building Consent for the replacement of fascia & hanging signage to both Broad Street & Friar Street store entrances.

The proposed signage includes:

- 2No replacement fascia signs - Broad Street Elevation
- 1No replacement hanging sign - Broad Street Elevation
- 1No replacement fascia sign - Friar Street Elevation
- 1No replacement hanging sign - Friar Street Elevation

The signage will consist of internally illuminated aluminium box sign with pushed through opal acrylic letters.

Signage background colour to be Charcoal Grey (Pantone 7545) and text to be White (Ral 9010) & Mint Green (Pantone 324).



Proposed signage – Friar Street entrance



Proposed signage – Broad Street entrance