

25/08/17

Planning Officer
Reading Borough Council
Planning And Development
Civic Offices
Reading
RG1 2LU

Re: Design and Access Statement for 3/3A Broad Street
Advert consent for 1 fascia sign and 1 projecting sign.

To Whom It May Concern:

We are seeking Advertisement consent for in Internally Illuminated Fascia Sign and Internally Illuminated projected hanging sign, replacing existing signage.

Building Grade II listed
Conservation Area: Market Place/London Street

Context:

3 Broad Street is within a pedestrianized "High Street" location, comprising of 4 floors. The property is currently trading as a Change Money Store for Change Group.

Use:

The proposal is to paint existing wood work on the ground floor Light Grey, to match the "Vape Superstore" brand. We are proposing 2 signs to replace the existing, in the same locations.

Design:

Fascia Sign, Aluminum panel painted grey to match proposed shop front colour, with blue translucent acrylic letters mounted within a metal frame, illuminated through the face of the letters. Individual letters to be 280mm maximum in height. Illuminance levels to be 600 cd/m². Please refer to drawing CWI_45_004.

Projecting Sign: White and Blue double sided sign consisting of Logo panels made of formed aluminum with stencil cut detail, backed up with opal acrylic and back-lit via LEDs. Illuminance levels to be 600 cd/m². Please refer to drawing CWI 36_006_A

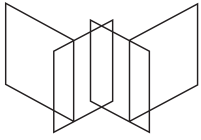
Amount:

Only the ground floor shopfront will be renovated

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**Layout/Appearance:**

The signage proposal includes the replacement of the existing fascia and projecting signage in the same locations.

Scale:

The new installation is of a scale and proportion to suite the building envelope and toe be in Harmony and keeping with surround shop fronts along "Broad Street".

Summary:

The existing shop front is externally illuminated with trough lighting, which adds to the bulk of the signage. This proposal includes internally illuminated signage, which will clean up the façade and be less distracting to the overall aesthetic of the building. The fascia will be made to match the existing size and be carefully installed on top of the existing timber façade. The shop front will be painted in Vape Superstore's corporate grey colour and the fascia panel will match.

Yours sincerely,

Catherine White BA IA&D
Director
Catherine White Design Limited

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