

PLANNING & HERITAGE STATEMENT

REPLACEMENT SHOPFRONT AND ASSOCIATED SIGNAGE &
INTERNAL REFURBISHMENT

24 Queen Victoria Street,

Reading,

RG1 1TG

For

DR MARTENS

STUDIO OL3
ARCHITECTURAL DESIGN

Prepared by: Daniel Markwart

Studio OL3 Ltd, Unit 23, Broadway Business Park, Chadderton,
Oldham, Lancashire OL9 9XA

email: design@studio-ol3.co.uk

Site and Surrounding Area

Our proposed site of 24 Queen Victoria Street is a Grade II Listed Building and is located in a conservation area. The unit is arranged over the ground floor level of the building. The building is externally expressed as four storeys. The ground floor level of these storeys consists of a large glazed shop front window with a glazed side pedestrian access door. There is currently a large signboard affixed above the shop front window and there are 2no. mock Greek style pilasters located either side of the shop window / door arrangement. The unit is currently close to other such retailers, with great consideration made to remain consistent with their shopfront designs.

Description of Works

The proposal is for consent of a new internal shop fit and external redecoration of the shop front façade with new signage. The shop fit out includes perimeter and mid floor fixturing and finishes throughout the unit. The works will be carried out on the ground floor level where it will consist retail areas.

The existing shopfront is to be refurbished and is to be painted out black where required to match the existing colour scheme. New externally mounted signage is to be installed above the shopfront windows. The new signage will be constructed from fabricated 2mm aluminium panels and opaque acrylic frontage. This will be to replace existing signage that is to be removed. The aluminium will be powder coated satin black, in line with Dr Martens corporate guidelines. These panels will be fixed to the existing façade as per the signage that is to be removed. The proposed blade sign is to be constructed using 2mm thick Aluminium, which is to be painted out satin black - both are to be internally illuminated. The new blade sign is to be fitted in place of the existing blade sign that is to be removed as part of the proposal.

All proposed works are to be carried out carefully and sympathetically to the existing building structure and any new signage is to be in place of existing that is to be removed. Proposed internal works are cosmetic only and will not affect any of the existing building structure.

Conclusion

This Heritage Statement covers the proposals for a new internal shop fit, new shopfront and external signage for The Dr. Martens Store, 24 Queen Victoria Street, Reading, RG1 1TG falls within the local conservation area; therefore, it is designated as a heritage asset. This requires the applicant to assess its significance in terms of the proposed design, alteration and the effect it is likely to have on the asset and its setting.