

DESIGN AND ACCESS STATEMENT

Thorntons, 36 Broad Street, Reading, Berkshire RG1 2AA

1.0 INTRODUCTION

1.1 Overview

This statement is in support of the above site for:

Listed Building Application: Proposed new shopfront signage & re-decoration. Minor internal refurbishment of fixtures and fittings.

Advertisement Consent: Proposed 1no. internally-illuminated Fascia Sign and 1no. non-illuminated projecting sign.

Use: The property is located in Reading Town Centre on Broad Street. It is surrounded by other retail units within the high street location. It is currently trading as an A1 retail unit 'Thorntons' and following the minor refurbishments will continue to do so.

1.2 Planning Statement

National policies and guidelines relating to impact of development on Town high-streets and impact on the environment are recognised by our client and their contractors. Proposals put forward in this application aim to adhere to the national and local policies put in place to protect national high-streets, the environment and listed buildings.

2.0 DESIGN STATEMENT

2.1 Design & Character

The design of the fascia signage has been developed to bring a traditional look and feel back to Thorntons Stores. This new brand identity will be rolled out across stores in Britain to cement the new Thorntons brand, and ensure the stores are easily identifiable within their high street / shopping centre locations.

The proposed fascia box will be aluminium in construction, replacing the existing aluminium box. Fascia box to be spray finished to match BS 10 B 15 (Cream). The new internally illuminated thorntons logo will replace the existing internally illuminated design. Thorntons logo colour to be: Pantone Metallic 10135 (Copper). Acrylic logo pod, back lit by warm LED to form 'halo' illumination.

The existing aluminium shopfront window frames and awning box will be retained as existing and resprayed to match BS 10 B 15 (Cream.)

2.2 Layout & Scale

The works proposed are minor and the layout and scale of the proposed signage is to replace as existing with no changes to fascia signage scale or proportions. Internal works see no major construction works or demolition. Relocation of the counter with a new traditional looking shop counter arrangement, reordering of shelving and full redecoration only.

2.3 Environment Sustainability

The manufacturer of the signage recognises the causes and potential impacts of climate change and the need to reduce energy uses and emissions. In their design of the internally illuminated signage they address these issues with energy efficient LED light fittings, as outlined in the Planning Policy England.

3.0 HERITAGE STATEMENT

35-38 Broad Street carries a Grade II listed status. It was listed in December 1978. Building UID: 39134. It has a prominent location within Reading town centre.

A circa 1894 commercial street with returns to Broad and Friar Streets. Probably by Joseph Morris. Dutch gabled free Baroque style. 3 1/2 storeys, yellow brick and terracotta with dividing Ionic pilasters. Dentil cornice. Pilasters to dormers, broken pediments above. An elongated pattern of shallow bays to 1st and 2nd floors 4:2:1:1:1:3. Mullion and transom window to bays, sashes with architraves (and pediments on 1st floor) to rest. Modern shopfronts, retaining cornice to fascia and scroll brackets to pilasters, only one shop retains prewar shopfront. Large returns to Broad Street. The return to east (No 28 Broad Street) supported by No 26 (dated 1894, grey brick with red terracotta dressings) and by No 24 (an early C20 Bank with -large shaped pediment doorway on corner to Cross Street; red brick with stone dressings and stone fret patterns to gables).

Listing NGR: SU7152673571

The proposed works are minor, and will not affect the listed fabric of the building. There will be no alterations to the buildings construction and no demolition taking place. Every effort will be made to ensure the listed building is protected during the 1 week on-site programme.

4.0 ACCESS STATEMENT

The access will remain unaffected by the proposed works as the main access doors are being retained as existing and there is no vehicular access to this property.

5.0 LANDSCAPING

There will be no landscaping works as a result of this proposal.

6.0 FURTHER INFORMATION

The property carries a Grade II listed status. It is not situated within a conservation area. It is not situated within a flood risk zone. No protected species reports are deemed necessary for this minor proposal.

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