

## **Heritage Statement**

For

Centros Unico on behalf of Stuart Bowes

Our Ref: FDD 0737 CU / REA

### **Introduction**

This Heritage Statement has been prepared by Fresh Design (International) Ltd as part of the planning application for a new beauty treatment business at the site of 37 Broad Street, Reading. The statement has been undertaken on behalf of the Franchisee, Stuart Bowes, the end user and developer of the site.

The current Class Use of the property is A1 Retail and we are applying for change of use to Sui Generis as advised, with Listed Building Consent and Advertisement Consent.

### **Location and Setting**

The application being made is within Broad Street which is part of this busy Pedestrianised area. It is a Grade II Listed brick built shop which forms part of the run along the Northern Façade of the street. Broad Street is the primary High Street and was pedestrianised in 1995. It has been remodelled with a red brick surface and the introduction of trees.

### **Unit Detail**

The design to which the planning application relates is located along the run of shops to the left of the Queen Victoria Street entrance from Broad Street. Situated amongst other well-known High Street brands, the unit visually continues the street scene.

### **External Detail**

The external appearance will be updated through the change of branded signage. This will be applied to the shop front façade and the projecting sign will also be updated accordingly. The existing glazed shop front will remain and the framing colour will be updated to the Centros colour. Minimal vinyl branding will also be applied to the glazed shop front.

### **Internal Detail**

Internally, at GF level, no structural alterations will be made to the main floor area. Materials will be introduced such as timber panelling; slate effect tile flooring and subtle lighting will be

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introduced. Treatment cabins will be created, fronted by an inviting reception and waiting area.

At FF Level, the cabins will use the existing smaller rooms with the large room at the front of the building being left as either storage or empty.

The two upper floors will not be accessed other than for maintenance if and when necessary.

### **Overall Appearance**

The unit will bring a continued modern feel to the street edge, whilst retaining the character of the existing façade. The chosen finishes are designed to be aesthetically pleasing and externally the unit will offer up an inviting appearance which will serve to enhance the street scene. The proposal will not detract from any of the surroundings and will provide the users of Broad Street a different retail offering.