

Design and Access Statement

Address: 70 Whitley Street, Reading, RG2 0EQ

Project Title: Installation of an Aluminum Composite Material Pergola System

1. Introduction

The proposed development seeks to install a modern aluminum composite material pergola system at the shopfront of 70 Whitley Street, Reading, known as **"Turkish Halal Food Center"**. This supermarket serves the local community, and the addition of the pergola is aimed at improving the functionality, security, and visual appeal of the property's entrance.

The pergola will provide a dedicated area for the display of fresh fruits and vegetables, a key feature for this type of business. The installation is modular, non-permanent, and designed to integrate seamlessly with the existing architectural context and streetscape.

2. Design

Proposed Structure:

- The pergola will be constructed from aluminum composite material, offering durability and a clean, modern appearance.
- It will cover a portion of the sidewalk, occupying **90 cm** of its total **250 cm width**, leaving **160 cm** for pedestrian use.

Key Features:

- **Automatic Shutters:**
 - The pergola will include shutters on the sides and front, which will remain open during business hours for easy access and visibility.
 - During non-operational hours, the shutters will close to secure goods and the entrance area.
- **Modular Installation:**
 - The structure is designed to be bolted to the ground and building, ensuring stability without the need for foundations.
 - This modular system minimizes construction impact and maintains flexibility.

Aesthetic Considerations:

- The pergola design aligns with the architectural style of the surrounding area, ensuring it integrates harmoniously with neighboring buildings.
- Its modern appearance enhances the shopfront's visual appeal, making it tidy and inviting.

3. Access

The installation will have minimal impact on pedestrian access.

- The sidewalk's remaining width of **160 cm** is sufficient to accommodate the low foot traffic in the area.
- The structure will not obstruct visibility or create hazards for pedestrians.

4. Benefits

- **Improved Functionality:**
 - Provides a secure, dedicated space for fresh produce displays, eliminating the need for unattractive temporary racks.
- **Enhanced Aesthetics:**
 - Creates a modern and clean shopfront appearance, improving the streetscape.
- **Security:**
 - Automatic shutters ensure goods and the shopfront are protected during non-operational hours.
- **Community Convenience:**
 - The pergola allows better organization of shop front displays, making it more accessible and appealing to customers.

5. Environmental Impact

The structure's modular design ensures it is non-invasive and minimizes environmental impact.

- No permanent foundations or significant alterations to the sidewalk are required.
- The materials used are durable, reducing the need for frequent maintenance or replacement.

6. Conclusion

The proposed pergola system at 70 Whitley Street, Reading, offers a practical, secure, and visually appealing solution for the shopfront of the Turkish Halal Food Center. The design respects the surrounding architectural context, maintains sufficient pedestrian access, and enhances the overall functionality of the premises.

We believe this development will contribute positively to the local area by improving the aesthetics and operation of this community-focused business while adhering to relevant planning guidelines.