

Design, Access and Heritage Statement.

52 London Street, Reading, RG1 4SQ.

DESIGN

This proposal is for Advertising Consent for the reinstatement of an existing hanging blade sign and a fascia sign to the shopfront. The proposal also includes the removal of signage to the rear of the premises.

The hanging blade sign and the fascia sign are traditional responses to business advertising on commercial buildings of this type and age and in keeping with the neighbouring buildings

ACCESS

The main public access to the shop unit is via a single shallow step to the main door. There is a modern ramped access to the rebuilt rear of the building.

It is intended to upgrade and maintain both accesses.

HERITAGE

Numbers 48-52 were first listed on the 14th December 1978. The listing details mid-eighteenth century commercial buildings of two and a half storeys with tiled mansard roofs with gable dormers above painted brick, with brick block eaves cornice.

Within the group of buildings, Number 52 appears as an anomaly as the brickwork is unpainted and uses a different bond. the shopfront surround and fascia also appear modern.

Number 52 has two windows to the first floor, one a tripartite sash window and a single sash window.. The rear of number has been remodelled with a contemporary extension.

SUMMARY

The proposed signage enhances and contributes to the individual buildings, the neighbourhood and the townscape