

30 Queen Victoria Street, Reading, RG1 1TG:

***Full Planning Application to Reading Borough Council
for the Change of Use from Class E(c)(i) Financial Services,
to 3No Residential Apartments (Class C3 Dwelling houses)
on the first, second and third floors,
and Class E - Retail Use on The Ground & Basement Levels.***

Proposed Revised - Entrance & Shop Front Design

11th October 2024 – For Review & Comment

Ian Benbow, RIBA Chartered Architect.



30 Queen Victoria Street (formally part of HSBC) :

30 Queen Victoria Street, Reading - Ian Benbow, RIBA Chartered Architect



Existing Retail Shop Front:

30 Queen Victoria Street, Reading - Ian Benbow, RIBA Chartered Architect

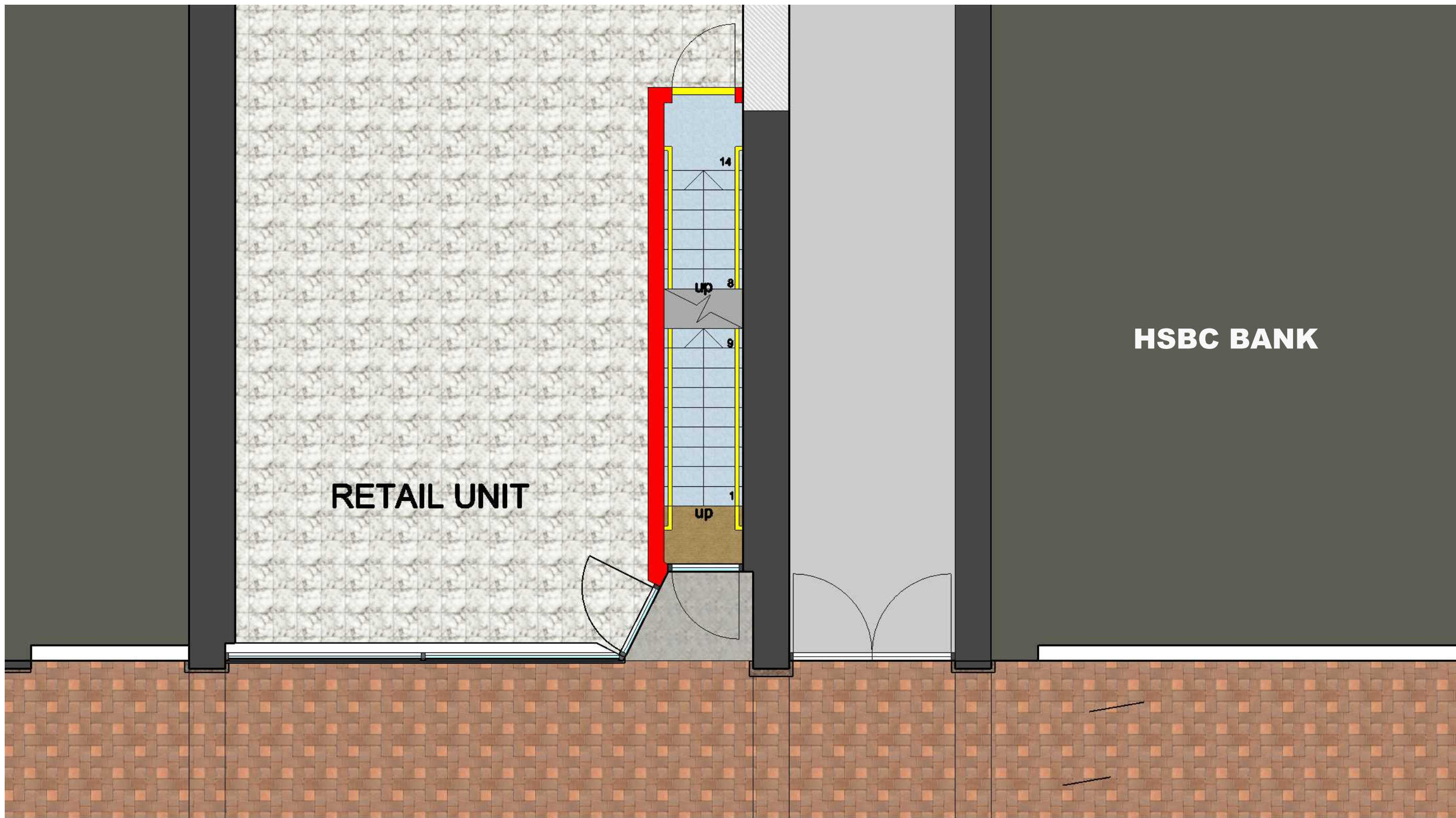
The Conservation Officers Comments on the submitted proposed design:

- Please lower the stall raiser to its original height (as seen in historical photographs),
- remove transoms (or change their proportions as in the 1972 photo),
- consider two windows and one glazing bar for the shopfront for larger glazing.
- Please try to make an angled wall between the two entrances so that the wall would not distract.
- Provide the material specification and design for the proposed doors and shopfront.
- Traditional materials should be used on historic buildings.
- The proposed dark colour is acceptable.



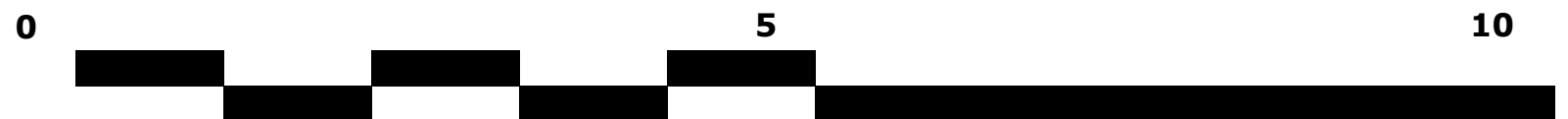
Figure 37: Good example of signage, on Oxford Road. Note a well detailed timber glazed black shopfront. This is also a good example of incorporating both a ground floor retail entrance and entrance to access residential properties on the first floor. (Source: RBC Planning).





30 Queen Victoria Street, Reading :
Proposed Revised - Entrance & Retail Unit Plan :
1:50 @ A3

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- Hard Wood Cill
- Existing Granite Wall reduced in height
- Timber Framed Shop Window
- Entrance Door to 3No Apartments above
- Entrance Door to Retail Unit
- Existing HSBC Doors

30 Queen Victoria Steet, Reading : Proposed Revised - Entrance & Shop Front Design :

1:50 @ A3

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Queen Street – Proposed View



Queen Street – Proposed View

30 Queen Victoria Street, Reading - Ian Benbow, RIBA Chartered Architect



Queen Street – Proposed View



Proposed Entrance Door Detail: