

Our ref: hk/O/SHSHCam/ADV/28.02.25

16 January, 2026

Planning Development Control
Reading Borough Council
Civic Offices,
Bridge Street,
Reading,
RG1 2LU

Dear Planning Officers,

**Installation of internally illuminated fascia and projecting signs at 121-122 Broad Street
Reading, RG1 2BD**

Planning Design and Access Heritage Statement

The subject proposal is submitted on behalf of Diverse Dining Ltd who wish to operate a Shake Shack restaurant from the above premises.

The subject property is located on the Town Centre's main shopping street, and as such, lies within the Reading Central Area Action Plan zone, Central core, Office Core and Primary shopping Area. Both sides of Broad Street are designated as Active Frontages. It is in an area of archaeological potential and AQMA. The site does not appear to be statutorily listed or locally listed and is not in a conservation area. Neighbouring shops have illuminated signage.

Indeed, the food operator Leon was granted advertisement consent (ref: PL/21/1293) in 2021 for Removal of existing signage and replacement with internally illuminated fascia and projecting signs.

Similarly In 2022 advertisement consent (PL/22/0311) was granted to Wasabi Co at the adjoining property for 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign.

The proposed signage features a contemporary internally illuminated text sign with individually located lettering and burger logo together with modest internally illuminated

projecting sign. The signbeam below the fascia features non illuminated individually located lettering.

There are no changes proposed to the shopfront that constitute development. The proposed signage is in full accordance with the NPPF and the 2007 Advertisement Regulations. There is no harm to amenity or highway safety, and the proposed signage complements that commercial character and appearance of the town centre and will be a positive addition in the street scene and will enhance vitality and vibrancy in the town centre.

If you have any questions relating to this application, please do not hesitate to contact these offices in the first instance

Yours sincerely,

HARIS KASUJI BA MA MRTPI