

Planning Statement

037 Broad Street, Reading, RG1 2AA
037BRO-CC-XX-RP-002

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MEMBER

1. Introduction

- 1.1. This planning statement is produced for submission to the Reading Borough Council.
- 1.2. This is a supporting document as part of an application for advertisement and Listed Building consent specific to 037 Broad Street, Reading, RG1 2AA and should not be used for any other purposes.
- 1.3. This planning statement demonstrates how the proposed development complies with the relevant planning policies of the National Planning Policy Framework (NPPF), planning law, and the local plan of Reading Borough Council.
- 1.4. The document outlines the context, design rationale, and impact on the surrounding area, ensuring that the proposal aligns with conservation requirements and urban considerations.

2. Site description and context

- 2.1. The application site is a ground-floor commercial unit situated along Broad Street within Reading town centre. The surrounding area features a mix of traditional and modern shopfronts, contributing to the historic character and commercial vibrancy of the street.
- 2.2. The property is a listed building, and its minimal alterations are sympathetic to the existing historic fabric. The signage has been carefully designed to maintain and enhance the architectural character while allowing for modern branding needs.

3. Location plan



4. Existing front elevation



5. General description of works

5.1. The proposal seeks advertisement and Listed Building consent for minor internal refurbishment work and updated signage on the shopfront, comprising:

Projecting Sign:

- Wrought iron structure, RAL 9005 satin finish
- Aluminium rectangular sign, RAL 9005 satin finish
- Amorino angel logo printed on vinyl film
- To reuse existing hanging sign location

Amorino Lettering:

- Spacer from fascia to be 25 mm in aluminium satin white
- Aluminium lettering in black (RAL 9005) satin finish

Fascia Board:

- Timber fascia painted in Black - (RAL 9005) satin finish

Minor Internal Refurbishment work:

- Please refer to document **037BRO-CC-XX-RP-001** Design and Access Statement for further details.

5.2. The proposal aims to respect the historic character of the building while ensuring a visually appealing and cohesive storefront

6. Planning policy

The proposal aligns with several key policies of the Reading Borough Local Plan and relevant Supplementary Design Policy (Design Guide for Shopfronts), including:

6.1. Reading Borough Local Plan (2019)

- 6.1.1. **Policy OU4, Advertisements:** The proposed design enhances the building's appearance and contributes positively to the public realm. The proposed signage respects and enhances the building and surrounding area and is well proportionate to the shopfront.
- 6.1.2. **Policy OU5: Shopfronts:** The signage updates respect and enhance the building while creating an active street frontage by reactivating a vacant unit with a contextually sensitive use, contributing to the vitality of Broad Street.
- 6.1.3. **Policy OU5: Shopfronts:** The signage updates respect and enhance the building while creating an active street frontage by reactivating a vacant unit with a contextually sensitive use, contributing to the vitality of Broad Street.
- 6.1.4. **Policy DH(f) (Advertisements):** Requires advertisements to be of high quality and avoid visual clutter. The signage is appropriately scaled and complements the historic setting without overwhelming the façade.

6.2. Design Guide for Shopfronts

Supports signage that respects the proportions of the shopfront, uses traditional materials or high-quality modern alternatives, and avoids excessive illumination. The proportions of the signage remain respectful to the surrounding context and adheres to these principles, ensuring it integrates well with the historic streetscape.

6.3. Advertisement Guidance

- The signage design respects the principles of the Town and Country Planning (Control of Advertisements) Regulations 2007, which require advertisements to be in the interests of amenity and public safety.
- The proposed signage is non-intrusive, well-scaled to the shopfront, and avoids visual clutter, ensuring it does not detract from the conservation area's character.

7. Conclusion

- 7.1. This proposal represents a sensitive and high-quality signage installation at 37 Broad Street. The design enhances the listed building's historic character while maintaining the visual appeal of the area

7.2. The signage integrates traditional materials, subtle branding, and appropriate proportions, ensuring a balanced and respectful approach to shopfront design. The changes will contribute positively to the area and the commercial vibrancy of the town centre

7.3. It is respectfully requested that this application for advertisement consent be approved.

Please refer to other submitted documents for drawing details and further information.