

# Heritage Statement

**Proposed Installation of New Shopfront Sign**  
**95 Broad Street, Reading, Berkshire RG1**

## 1. Introduction

This Heritage Statement has been prepared in support of an application for Advertisement Consent and Listed Building Consent for the installation of a replacement shopfront sign at 95 Broad Street, Reading.

The purpose of this statement is to assess the significance of the designated heritage asset and demonstrate that the proposed signage has been designed to preserve the special architectural and historic interest of the Grade II listed building in accordance with the Planning (Listed Buildings and Conservation Areas) Act 1990, the National Planning Policy Framework (NPPF), and the relevant policies of Reading Borough Council.

## 2. The Site

95 Broad Street is a Grade II listed commercial building located on the southern side of Broad Street within Reading's historic town centre. The building forms part of a continuous historic retail frontage that has evolved over several centuries and contributes positively to the character of the town centre.

The building is believed to date from the 17th or early 18th century, although it has been altered over time to accommodate changing commercial uses. The existing ground floor has been modernised, while the upper floors retain historic architectural interest and continue to contribute to the building's listed significance.

## 3. Significance of the Heritage Asset

The special interest of the building derives from:

- Its early historic origins.
- Its contribution to the historic commercial development of Broad Street.
- The surviving historic proportions, roof form and upper-floor architectural detailing.
- Its contribution to the wider group of historic listed buildings along Broad Street.

The existing shopfront has already undergone modern alterations and is not considered to make a significant contribution to the building's special architectural interest. The principal heritage significance remains concentrated within the historic structure, upper elevations and roofscape.

## 4. Proposed Works

The proposal comprises the installation of a new fascia sign fixed to the existing modern shopfront.

The proposed sign will:

- Be located within the existing fascia zone.
- Follow the established proportions of the existing shopfront.
- Avoid alteration to the historic upper façade.
- Be fixed using existing fixing locations where practicable to minimise disturbance to the historic fabric.
- Be manufactured from high-quality, durable materials appropriate for a historic commercial building.
- Include individually applied lettering on a painted fascia without obscuring architectural detailing.

No alterations are proposed to the upper elevations, roof, windows or historic structural fabric.

## 5. Heritage Impact Assessment

The proposal has been designed to ensure that the new signage respects the character and appearance of the listed building.

The installation is confined to the modern shopfront, an element that has already been substantially altered and is of relatively limited heritage significance compared with the remainder of the building.

The proposed sign remains proportionate in scale and will not dominate the façade or obscure historic architectural features. The design is sympathetic to the proportions of the building and maintains the established visual rhythm of the Broad Street streetscape.

Fixings will be kept to the minimum necessary and, wherever possible, utilise existing fixing points to avoid unnecessary intervention into historic fabric.

The proposal will therefore preserve the architectural interest of the listed building and maintain its contribution to the character and appearance of Broad Street.

Overall, the proposal results in **no harm** to the significance of the designated heritage asset as defined by Chapter 16 of the National Planning Policy Framework.

## 6. Planning Policy

Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special regard to be given to preserving listed buildings and their setting.

Paragraphs 205–215 of the National Planning Policy Framework require proposals affecting designated heritage assets to conserve their significance. As the proposed works are confined to the existing modern shopfront and do not affect significant historic fabric, the proposal preserves the building's special interest.

The proposal also accords with the heritage objectives of Reading Borough Council by ensuring that alterations are sympathetic in scale, design, materials and appearance.

## **7. Conclusion**

The proposed replacement shopfront sign has been carefully designed to respect the architectural character and historic significance of 95 Broad Street.

The works are limited to the existing modern shopfront, avoiding alteration to significant historic fabric or architectural features. The sign is appropriately scaled, uses sympathetic materials, and preserves the character and appearance of the Grade II listed building and the surrounding historic streetscape.

It is therefore concluded that the proposal preserves the significance of the designated heritage asset, results in no harm to its special architectural or historic interest, and complies with the requirements of the Planning (Listed Buildings and Conservation Areas) Act 1990, the National Planning Policy Framework, and the heritage policies of Reading Borough Council.