

Planning Statement Rev 1.1

4-5 St Mary's Butts, Reading, RG1 2LN

Introduction

This Planning Statement has been prepared in support of an application for proposed external alterations to the existing commercial premises at 4–5 St Mary's Butts, Reading, RG1 2LN.

The proposals comprise alterations to the existing shopfront, including the relocation of the existing entrance doors, replacement and installation of fascia signage, installation of an internally illuminated projecting sign, and the application of internally applied window vinyl.

The proposed works have been designed to provide a clear and consistent shopfront presentation while retaining the established character and overall form of the existing frontage.

This statement should be read in conjunction with the submitted planning drawings prepared by RDS360 Ltd, which illustrate the existing and proposed elevations, signage details and location/block plan.

Site Details

Site Address.

- 4–5 St Mary's Butts, Reading, RG1 2LN

The application site is located at 4–5 St Mary's Butts, Reading, RG1 2LN, within an established 'Savers' commercial frontage.

The submitted existing elevation identifies the current shopfront arrangement, including the existing entrance sliding doors and existing signage/fascia arrangement.

The proposals seek to make limited alterations to the existing shopfront rather than introduce a new building or substantially alter the character or form of the property.

The submitted location and block plans identify the application property within the wider St Mary's Butts Road area.

Proposed Development

The proposed development consists of the following external alterations:

1. Relocation of the existing entrance sliding doors to the left-hand side of the shopfront, with the existing window panel relocated to the right.
2. Retention of the right-hand side of the existing shopfront, maintaining the established shopfront arrangement.
3. Installation of two internally illuminated fascia signs.
4. Installation of a new internally illuminated aluminium projection sign.
5. Installation of an internally applied window vinyl.

6. Provision of a new fascia finished in White RAL 9010 satin, incorporating the Savers branding and associated “HEALTH | HOME | BEAUTY” lettering.
7. The proposed projection sign will utilise a powder-coated aluminium support structure, with the fixing arrangement detailed on the submitted signage drawing.

The detailed dimensions, materials, finishes and construction arrangements are illustrated on the submitted proposed elevations and signage details.

Shopfront Alterations

The proposed shopfront works are relatively limited in scope and are intended to improve the functionality and visual presentation of the existing commercial frontage.

The existing sliding entrance doors are proposed to be relocated to the left-hand side, with the window panel repositioned accordingly. The proposal retains the principal elements of the existing shopfront and does not involve a wholesale replacement or substantial alteration of the building frontage.

The relocation of the entrance provides an updated and coordinated shopfront arrangement while maintaining the established relationship between the entrance, glazing and surrounding frontage. The right-hand side of the existing shopfront is specifically identified to be retained.

Proposed Signage

The application includes two internally illuminated fascia signs and one internally illuminated projecting sign.

The fascia signage is proposed to comprise folded aluminium panels finished in White RAL 9010 satin, with the Savers logo incorporated through fret-cut detailing. Black vinyl lettering is proposed to display the words:

“HEALTH | HOME | BEAUTY”

The submitted signage details also identify the use of Savers corporate colours, including Pantone 3215C and Pantone 485C.

The projecting sign is proposed as an internally illuminated aluminium sign supported on 50mm x 50mm box-section arms, with the supporting elements finished in White RAL 9010 to match the fascia.

The signage is intended to provide clear identification of the retail premises while remaining appropriately integrated with the existing shopfront.

All signage is to be designed in accordance with the Savers Signage Marketing Guidelines and is subject to sign-off by the Savers Senior Development Manager, as identified on the submitted drawings.

Material and Appearance

The proposed materials and finishes have been selected to provide a clean, coordinated and durable appearance appropriate to the existing commercial use.

The principal fascia finish will be White RAL 9010 satin. The signage incorporates the established Savers corporate colour palette, including Pantone 3215C and Pantone 485C.

The proposed fascia panel is detailed as folded 3mm aluminium, while the projecting sign incorporates an aluminium construction and powder-coated supporting arms.

The submitted drawings provide the detailed construction and material specifications for the proposed signage.

The proposal therefore seeks to achieve a consistent and visually ordered shopfront, without introducing an unnecessarily complex or visually intrusive design.

Visual Impact

The proposed works are limited to the existing commercial frontage and are primarily concerned with the arrangement of the shop entrance and the provision of replacement/upgraded commercial signage.

The overall scale and proportions of the existing shopfront are substantially retained. The proposal does not involve an extension, increase in building footprint or alteration to the principal form of the building.

The fascia signage will occupy the established signage zone of the shopfront, while the projecting sign will provide identification from the street.

The use of a restrained white fascia, together with the established Savers corporate colours, will provide a coordinated appearance across the frontage.

Overall, the proposed works are considered to represent a proportionate alteration to an existing commercial premises and are not expected to result in an unacceptable adverse visual impact.

Amenity

The proposals are confined to the existing commercial frontage and do not introduce additional floorspace or residential accommodation.

The proposed internally illuminated signage is intended to operate as commercial identification signage associated with the premises. The submitted drawings establish the scale and position of the proposed fascia and projecting signage.

The proposal does not include any external plant, additional structures or other works that would materially alter the relationship of the premises with neighbouring properties.

Subject to any conditions considered appropriate by the Local Planning Authority regarding illumination, the proposed signage is considered compatible with the established commercial nature of the location.

Accessibility and Entrance Arrangement

The proposal includes the relocation of the existing sliding entrance doors rather than the introduction of a wholly new entrance arrangement.

The submitted drawing identifies the proposed position of the relocated entrance and the corresponding repositioning of the window panel.

The works therefore seek to provide an updated entrance arrangement while maintaining access into the existing retail premises.

Conclusion

The proposal at 4–5 St Mary's Butts, Reading, RG1 2LN comprises a limited package of shopfront and signage alterations to an existing commercial premises.

The development includes the relocation of the existing entrance sliding doors, repositioning of the associated window panel, installation of two internally illuminated fascia signs, installation of an internally illuminated projecting sign and the application of internally applied window vinyl.

The proposals retain the established shopfront form and are designed to provide a coordinated, professional and visually appropriate frontage for the premises. The proposed materials, colours, dimensions and construction details are clearly identified on the submitted planning drawings.

The works are considered proportionate to the existing commercial property and will provide an improved and coordinated appearance while maintaining the established character of the shopfront.

On this basis, the proposed development is considered to be an appropriate form of development for the site and it is respectfully requested that the application be approved, subject to any appropriate conditions.



Completed By: Kristine Berneva Company Date: 11/08/2026