

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 231137/LBC

Address: 26-28 Broad Street, Reading, RG1 2BU

Proposals: Partially obscured film applied to windows (amended description)

Case Officer: Marcie Rejwerska

Date received (valid from): 11 August 2023 Target Decision date: 20 October 2023 (ext.)

1. SITE DESCRIPTION

The application site is the HSBC branch located on the north side of Broad Street, on the corner with Queen Victoria Street. The property is Grade II listed, and the listing incorporates all properties along the east side of Queen Victoria Street and properties on either ends at Broad Street and Friar Street, including the application site. The listing reads as follows,

A circa 1894 commercial street with returns to Broad and Friar Streets. Probably by Joseph Morris. Dutch gabled free Baroque style. 3 1/2 storeys, yellow brick and terracotta with dividing Ionic pilasters. Dentil cornice. Pilasters to dormers, broken pediments above. An elongated pattern of shallow bays to 1st and 2nd floors 4:2:1:1:1:3. Mullion and transom window to bays, sashes with architraves (and pediments on 1st floor) to rest. Modern shopfronts, retaining cornice to fascia and scroll brackets to pilasters, only one shop retains prewar shopfront. Large returns to Broad Street. The return to east (No 28 Broad Street) supported by No 26 (dated 1894, grey brick with red terracotta dressings) and by No 24 (an early C20 Bank with -large shaped pediment doorway on corner to Cross Street; red brick with stone dressings and stone fret patterns to gables).

The application site is not within a conservation area.

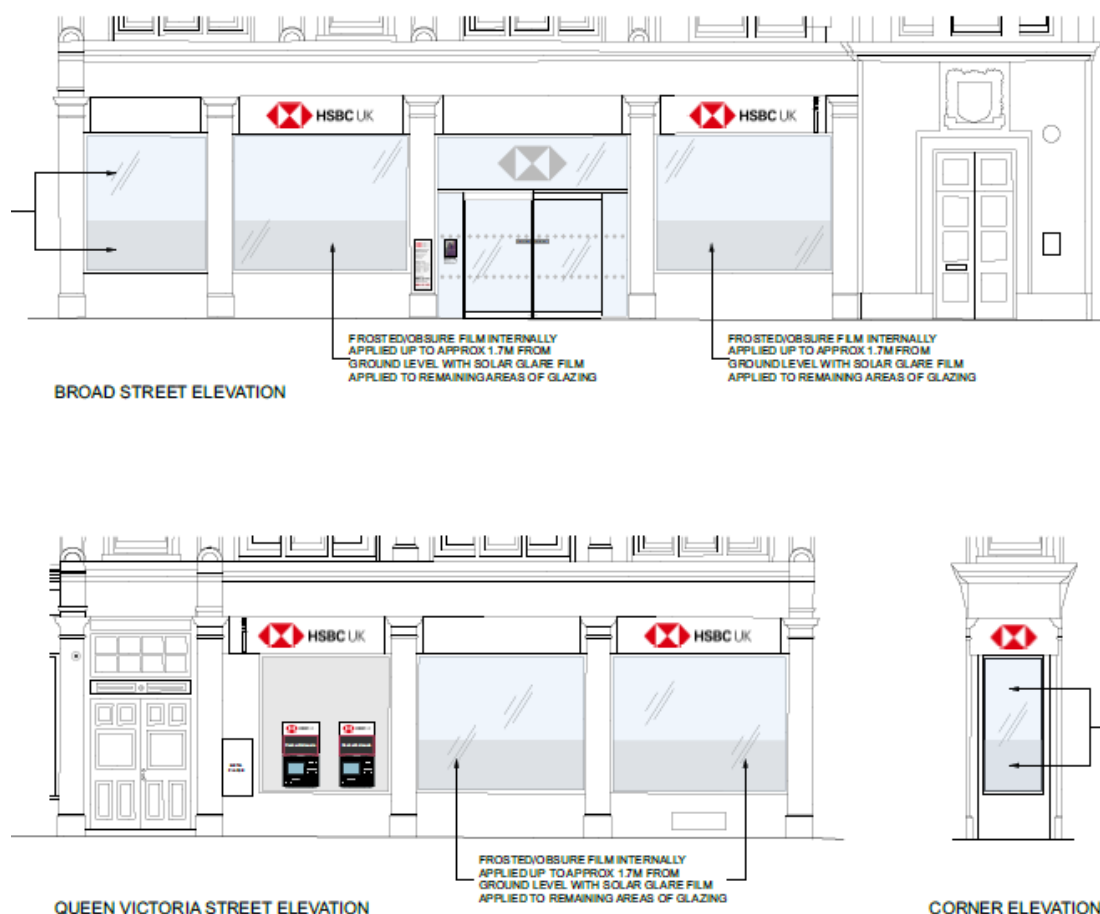


The application site as seen from Broad Street. Image taken by case officer during site visit on 19 September 2023.

2. PROPOSAL AND SUPPORTING INFORMATION

Listed building consent is sought for the application of film to the windows of the property at ground floor. The proposed film will be applied internally and will be obscured to a height of 1.7m for the purpose of privacy, with the remaining film above to be solar glare resistant to prevent overheating inside the premises.

The original plans submitted with this application included vinyl film applied internally to fully obscure the view into the premises. A corresponding advertisement consent application was submitted. The officer raised concerns that this design would eliminate views into the premises from the street which would be contrary to design advice as set out in the Shopfronts SPD. As such the proposal was amended to facilitate an active shopfront. Due to this, the corresponding advertisement consent application was withdrawn.



Proposed Elevations

Plans considered:

- 23053 PA 110 Design & Access Statement, dated August 2023, received 11 August 2023
- 23053 PA 111 Heritage Statement, dated August 2023, received 11 August 2023
- 23053 PA 20 Location Plan, received 11 August 2023
- 230053 PA 01 Existing Elevation, received 11 August 2023
- 230053 PA 10 Rev A Proposed elevation, received 2 October 2023
- 3M Sun Control Window Film Prestige 70, received 2 October 2023

3M dusted and Frosted CRYSTAL Glass Finishes, received 2 October 2023
LTD Samples, received 17 October 2023

3. RELEVANT PLANNING HISTORY

041104 - Installation of 2no. external ATM's to Queen Victoria Street elevation and minor alterations to lobby area - Application refused

041217 - Installation of 2no. external ATM's to Queen Victoria Street elevation - Application refused

050003 - Replace shop front to Queen Victoria Street façade and create fire ext. Make changes to both Broad Street and Queen Victoria street windows . Internal alterations. - Application refused

050555 - New shop front to include 4no new ATM machines and create new fire exit on Queen Victoria Street. - Application refused; allowed at appeal

050564 - Four projecting, internally illuminated signs and 'halo' illuminated new fascia lettering (description changed following submission) - Application permitted

050584 - Installation of 2 external ATM's to Queen Victoria Street elevation (re-submission of 04/01122/FUL) - Application withdrawn

050585 - Installation of 2 external ATM's to Queen Victoria Street elevation and minor alterations to lobby area (resubmission of 04/01129/LBC) - Application withdrawn

060221 - General re-fit and refurbishment of shopfront to Queen Victoria Street and changes to Broad Street and Queen Victoria Street windows - Application refused

060925 - General re-fit and refurbishment of shopfront to Queen Victoria Street and changes to Broad Street and Queen Victoria Street windows - Application refused

061448 - Installation of illuminated fascia signs, relocation of illuminated projecting signs, installation of 3 ATM and 1 paying-in machine and wind ow marketing - Application refused

070019 - General re-fit and refurbishment of shopfront to Queen Victoria Street and changes to Broad Street and Queen Victoria Street windows - Application permitted

070020 - General re-fit and refurbishment of shopfront to Queen Victoria Street and changes to Broad Street and Queen Victoria Street windows - Application permitted

071400 - 9 x halo illuminated fascia signs 2 x internally illuminated projecting roundel signs - Application permitted

071465 - 9 x halo illuminated fascia signs 2 x internally illuminated projecting roundel signs - Application permitted

080097 - Installation of 6 condenser units to roof elevations and removal of 9 existing units. - Application permitted

080541 - Amended window and door frames (ground floor) to the Queen Victoria Street elevation and amendments to fascias on Queen Victoria Street elevation and Broad Street Elevation. - Application permitted

081057 - Removal of 9 existing condenser units and installation of 6 new condenser units - Application permitted

120699 - Internal alterations to second floor to include the division of an existing room within the second floor of 30 Queen Victoria Street into four smaller rooms and minor alterations to openings. Installation of new air conditioning unit. - Application permitted

121378 - Retrospective installation of one advertisement board attached to passenger shelter - Application permitted

140396 - Repairs to parapet gutters and gullies, together with the repair of internal fabric and finishes. - Application permitted

141339 - Discharge of Conditions 5 and 6 of planning permission 140396/LBC - Conditions discharged

160530 - 3 replacement ATMs on Queen Victoria Street elevation - Application permitted

160531 - Internal and external alterations associated with replacement ATMs (3 on Queen Victoria Street elevation and 3 internally) - Application permitted

170916 - Advertisement consent for replacement signage - HSBC to HSBC UK, consisting of 3 internally illuminated fascia signs, 6 non-illuminated fascia signs, 2 internally illuminated hanging signs and 1 window vinyl. - Application permitted

170920 - Listed Building Consent for replacement signage - HSBC to HSBC UK - Application permitted

180953 - Refurbishment works of an existing branch of HSBC UK - Application permitted

180973 - New reverse applied vinyl ATM signage - Application permitted

181958 - Advertisement Consent for a double-sided freestanding Forum Structure, featuring 2 x Digital 86" screen positioned back to back. The Digital screen is capable of displaying illuminated, sequential content, supplied via secure remote connection. - Application permitted

200320 - Replacement of 3no. ATM signs - Application permitted

210678 - Remove existing external ATMs and replace sections of existing shopfront glazing following ATM removal and associated works. - Application permitted

210679 - Separation works due to lease surrender of part of building back to landlord. Reinstall separating walls internally. Remove existing external ATMs and replace sections of existing shopfront glazing following ATM removal. - Application permitted

211554 - Alterations to internal layout and the installation of replacement external signage. Alteration to existing stall riser and installation of new section of shopfront to accommodate the installation of 2no. external ATMs. (Amended Description) - Application permitted

211559 - Alteration of existing stall riser and installation of new section of shopfront to accommodate the Installation of 2no. external ATMs - Application permitted

211560 - Installation of replacement to include fascia signage, projecting signs, consolidated name plate/opening hours sign and external ATM header signs. Fan light logo over entrance door. (Amended Description) - Application permitted

221332 - Replacement of 2no. existing ATM machines and associate signs with new models and associate new signs - Application permitted

221333 - Replacement of 2no. existing ATM machines and associate signs with new models and associate new signs - Application permitted

221334 - Replacement of 2no existing signs above ATM machines. - Application permitted

230970 - Internally applied 'Contravision' vinyl image to window - Application withdrawn

230971 - Internally applied 'Contravision' vinyl image to window - Application withdrawn

231138 - Partially obscured film applied to windows (amended description) - Application withdrawn

4. CONSULTATIONS

No internal consultation undertaken.

The following addresses were consulted by letter.

35 Broad Street, Reading, RG1 2AA
32 Queen Victoria Street, Reading, Berkshire, RG1 1TG
108-113 Broad Street, Reading, RG1 2BB
Broadway House, 32-35 Broad Street, Hereford, HR4 9AR

No letters of representation received.

5. LEGAL AND PLANNING POLICY CONTEXT

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the development plan unless material considerations indicate otherwise. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. The following local and national planning policy and guidance is relevant to this application:

Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority to have special regard to the desirability of preserving a listed building or its setting or any features of special interest which it possesses.

National Policy and Guidance

National Planning Policy Framework

National Planning Practice Guidance

Conservation Principles, Policies and Guidance 2008

BS7913 Guide to the Conservation of Historic Buildings

Managing Significance in Decision-Taking in the Historic Environment 2015

Reading Borough Local Plan (2019)

EN1: PROTECTION AND ENHANCEMENT OF THE HISTORIC ENVIRONMENT

CR2: DESIGN IN CENTRAL READING

SPD

Design Guide to Shopfronts (2022)

Equality Act 2010:

In determining this application the Council is required to have regard to its obligations under the Equality Act 2010. However, there is no indication or evidence (including from consultation on the application) that the protected groups identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application. Therefore, in terms of the key equalities protected characteristics it is considered there would be no significant adverse impacts as a result of the development.

APPRAISAL

Policy EN1 states that *“Applications which affect Listed Buildings will not have an adverse impact on those elements which contribute to their special architectural or historic interest including, where appropriate, their settings.”*

The Shopfronts SPD specifies that *“Graphic window vinyl which obscures views into the shop will be discouraged. Vinyl is not permitted on listed buildings as this detracts from the character of the area.”*

The proposal has been amended to avoid obscuring views into the premises and to maintain an active shopfront as per the Shopfronts SPD. The submitted Design and Access Statement states that the purpose of the internally applied film is to provide privacy to staff to prevent views from the street to overlook confidential information on computers, and to prevent solar glare into the premises. The amended proposal includes internally applied film which would be obscured to a height of 1.7m and solar glare resistant above. The applicant has submitted samples of the film, and the tint of the solar glare film is not considered to affect the appearance of the shopfront.

The proposal is therefore considered acceptable and in accordance with Policies EN1 and CR2.

Conclusion

The application has been assessed against local policies as set out above and is considered in accordance with those policies.

RECOMMENDATION

GRANT LISTED BUILDING CONSENT

Subject to the following conditions:

1. Time Limit Listed Buildings
2. Listed Buildings (Works Specification)
3. Listed Building Materials