

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 230393/ADV & 230394/LBC

Address: 35 St Marys Butts, Reading, RG1 2LS

Proposals: Two new fascia signs

Case Officer: Nathalie Weekes

Date received (valid from): 6 April 2023

Extended Target Decision date: 7 June 2023

1. SITE DESCRIPTION

The site consists of a two storey mid terrace timber framed Grade II listed building. The ground floor unit of 35-37 St Mary's Butts is merged into one unit internally and is used by a supermarket, with offices above.

The site is located within the High Street Heritage Action Zone (HSHAZ) and St Mary's Butts/Castle Street Conservation area. It is in the central office core, primary shopping area and AQMA. The HSHAZ initiative is to restore traditional materials, and fascia to improve the visible condition of the high street within the St Mary's Butts/Castle Street Conservation Area.

Site visit date: 26 April 2023

Site visit photo:



2. PROPOSAL AND SUPPORTING INFORMATION

The proposal is for a two new non-illuminated timber painted fascia signs for the ground floor retail shop, stating the contact phone number, facebook link, address and K&K

SUPERMARKET and VIETNAMESE FOOD - ASEAN. The fascias will be painted in an oil based paint, have jet black text RAL Colour of 9005 on a pure white background RAL 9010.

The proposal and plans only relate to works to 2 ground floor fascia signs sited on the shopfront and no other signage or changes to the front elevation.

Plans considered

1-001 Location Plan

Design and access statement, TVS

Heritage statement, TVS

As received 28 March 2023

1-200 Rev A Proposed plans and front elevation

1-201 Rev A Signage details

1-100 Existing plan and front elevation

As received 30 May 2023

Email from agent dated 01/06/2023 stating that an oil based paint will be used for RAL 9005 and RAL 9010

As received 01/06/2023

3. RELEVANT PLANNING HISTORY

011419/LBC Repaint shop front in 'Harrods' Green. Replace existing shop sign - Gold Letters and Green background. Replace existing shop front awning with dark green/ gold awning. Granted 25/05/2001

011458 ADV Replacement of existing shop signage Granted 25/05/2001

4. CONSULTATIONS

A site notice was displayed for the required period a notice was advertised in the local paper on 27 April 2023.

No public representations have been received.

Conservation and Urban Design officer –No written comments were received at the time of writing this report. *Case officer note –the case officer will review the impact on the Listed building and Conservation Area.*

Communication with the agent

The materials proposed were amended to timber and oil paint to be in keeping with the fabric of the Listed Building. Plans were amended.

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.

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'. However the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

In this regard, the NPPF states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy, Sites and Detailed Policies Document and Reading Central Area Action Plan) according to their degree of consistency with the NPPF (the closer the policies in the plan to the policies in the NPPF, the greater the weight that may be given).

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 the conservation area, its setting or any features of special interest which it possesses.

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires the Local Planning Authority to exercise its powers under these regulations in the interests of amenity and public safety taking into account the provisions of the development plan, so far as they are material; and any other relevant factors. Regulation 3 states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

Reading Borough Local Plan 2019

CC7: Design and the Public Realm

CC8: Safeguarding amenity

EN1: Protection and Enhancement of the Historic Environment

OU4: Advertisements

OU5: Shopfronts and Cash Machines

SPD

Design Guide for Shopfronts January 2022

Other

St Mary's Butts/Castle Street Conservation area appraisal

Appraisal

Design and Impact on the Historic Character of the Building and Visual Amenity of the Area

The proposal seeks to replace existing signage with a non-illuminated timber painted replacement. The fascia are broken up to ensure that the features of each unit are not lost. The fascia signs are flat, do not project forwards from the front elevation and reflect the predominant height of historic fascia boards on surrounding buildings.

The proposed timber fascias would be in keeping with the original features of 35-37 St Mary's Butts and the historic context of the conservation area and improve the visual amenities of the street. It would be in keeping with the Reading Local Plan 2019 and Design Guide to shopfronts SPD. (Policies CC7, OU4, OU5 & EN1).

No internal changes are proposed.

Conclusion

The development has been assessed and the works are considered to be in accordance with the above relevant policies and planning permission and Advertisement Consent can be granted. The Local Authority has therefore discharged their duties under the relevant section of the Planning (Listed Buildings and Conservation Areas) Act 1990.

RECOMMENDATION:

GRANT listed building and advertisement consent.

Conditions

230393/ADV

Standard conditions

Approved plans

230394 LBC

Time limit

Approved plans

Materials