

DELEGATED PLANNING APPLICATION REPORT

Ward: Redlands

App Ref: 220940/LBC

Address: Huntley House, 119 London Street, Reading, RG1 4QA

Proposals: Installation of 1 x fascia sign (non-illuminated) comprising of individual lettering (amended)

Case Officer: Beatrice Malama

Applicant: Stoneway Church

Date received (valid from): 28 June 2022 **Agreed Decision date:** 17 January 2023

1. SITE DESCRIPTION

The application site is a Grade II, 3 storey commercial building located on the north-eastern side of London Street. The building is also known as “Huntley House” as it is the location where Joseph Huntley founded Huntley’s Biscuits in 1822.

The Listing for the building is as follows:

LONDON STREET 1. 5128 (East Side) Nos 119 and 121 (Sargents Embrook) SU 7172 NE 4/190 19.3.75. II 2. Early-mid C18 altered. 2 storeys and attic, early subsidence has caused considerable distortion to front (now consolidated). Red brick with silver grey arches to 1st floor windows. Silver grey brick frieze and cornice with red squares in frieze. Rusticated painted brick quoins. Plain parapet. Old tile roof. 3 gabled dormers. 5 segmental headed windows on 1st floor (no glazing bars). Plain early C19 shop front with Doric pilasters and cornice (again no glazing bars). Originally the Huntley and Palmer shop. Interior: biscuit oven/fireplace retained (but now boxed in). 1st floor north-east roof has arch headed corner cupboard with raised and fielded panels. Through passage to south with traces of timbering.

The site is also located within the Market Place/ London Street Conservation Area.

2. PROPOSAL AND SUPPORTING INFORMATION

Advertisement consent is sought for the installation of individual letters to form a fascia sign above the entrance to the building. The letters/ sign would be non-illuminated.

Plans/Documents considered

001 Rev P2 - Existing and Proposed Elevations
Received 7th November 2022

Proposed Signage Details - STONEWAY CHURCH OFFICES
Received 27th October 2022

Location Plan - Huntley House, 119 London Street, Reading RG1 4QA
Application Form
Received 28th June 2022

3. RELEVANT PLANNING HISTORY

220650/ADV - Installation of 1 x fascia sign (non-illuminated) comprising of individual lettering (amended) - permitted on 10th November 2022.

Officer comment - This Listed Building Consent 220940 is associated with the above application and all the comments/issues raised and addressed under the above application have been taken into consideration in determining this Listed Building Consent.

4. CONSULTATIONS

Internal

Conservation Area Advisory Committee (CAAC) - Objection based on the original submitted plans due to the proposed materials selected and halo illumination which is not considered to comply with policy EN3 of the Local Plan. Also preferred that the signage would not project past the 3rd pillar of the building in the same manner as the existing signage.

Officer comment: *The above comments were taken on board and the proposal modified to remove illumination and reduce the width of the sign.*

The CAAC also stated: *“There is a burglar alarm on the front of the shop above the fascia board. If this is no longer in use it should be removed. If it is in use, we request that it is moved from its current prominent location to a more suitable position that does not distract the viewer but still serves its purpose. HSHAZ¹ funding might be able to assist with its relocation or removal.”*

Officer comment: *The above is beyond the scope of this Listed Building consent application.*

Conservation and Urban Design Officer - No comments were received for the Listed Building Consent application. However, as this application is associated with the permitted advertisement consent application 220650/ADV, comments received for this application are considered relevant to the Listed Building Consent application as well. The Conservation Officer considered that the individual lettering (and associated holes) would not result in substantial harm to the Listed Building, but would not support the signage being illuminated.

Transport - No Objections to this application

External

The following addresses were consulted by letter.

5 London Road, Reading, RG1 5BJ

1 Blenheim Court, 115 London Street, Reading, RG1 4PH

2 Blenheim Court, 115 London Street, Reading, RG1 4PH

3 Blenheim Court, 115 London Street, Reading, RG1 4PH

4 Blenheim Court, 115 London Street, Reading, RG1 4PH

5 Blenheim Court, 115 London Street, Reading, RG1 4PH

6 Blenheim Court, 115 London Street, Reading, RG1 4PH

¹ HSHAZ – High Streets Heritage Action Zone

7 Blenheim Court, 115 London Street, Reading, RG1 4PH
8 Blenheim Court, 115 London Street, Reading, RG1 4PH
9 Blenheim Court, 115 London Street, Reading, RG1 4PH

No letters of representation have been received.

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'.

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.

Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the Local Planning Authority in the exercise of its functions to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area.

The following local and national planning policies and guidance are relevant to this application:

National Policy

National Planning Policy Framework (2021)
National Planning Practice Guidance

Reading Borough Local Plan 2019

CC7: Design and the Public Realm
EN1: Protection and Enhancement of the Historic Environment
EN3: Enhancement of Conservation Areas
EN4: Locally Important Heritage Assets
TR3: Access, Traffic and Highway-Related Matters

6. APPRAISAL

Visual Amenity

The building currently has an existing plastic fascia sign which is not considered of particular high quality in relation to the Heritage Asset in terms of its materials and overall finish, although its positioning on the building is accepted.

The proposed signage would be in the same place on the building and would not extend the parameters of the existing signage in terms of width which was a concern raised by the CAAC. No fascia board is proposed; rather individual aluminium lettering would be fixed to the building (one hole per letter). Whilst Officers had concern over the number of holes that would result in the building, the Heritage Officer advised that the fascia area was a modern addition to the building, and therefore the sign would not be fixed (or create holes) into the original asset. It is considered that the individual letters would have a more sympathetic relationship with the building, as opposed to a plastic fascia board. The letters have been minimised in terms of their protrusion from the building.

The signage would not be illuminated and therefore, again, would not be considered to be an overly dominant or intrusive addition to the Listed Building or Conservation Area in line with Policy CC7, EN1 and EN3 of the Reading Borough Local Plan (2019).

7. CONCLUSION

The proposed works to the listed property have been assessed and found to be acceptable as they comply with the identified policies and guidelines and therefore Listed Building Consent can be granted subject to conditions.

8. RECOMMENDATION

GRANT

CONDITIONS

LB1 - Time Limit Listed Building (Works)

LB2 - Listed Building (Works Specification)

M3 - Materials (As Specified)

Informatives

IF5 Terms

IF1 Positive and Proactive Working