

DELEGATED APPLICATION REPORT

Ward: Battle

App Ref: 201213/FUL

Address: 541 Oxford Road, Reading, RG30 1HJ

Proposals: Provision of roof canopy to shopfront (part-retrospective)

Case Officer: Tom Hughes

Applicant: Reading Zabka

Date received (valid from): 28 August 2020 **Target Decision date:** 23 October 2020

1. INTRODUCTION



2. PROPOSAL AND SUPPORTING INFORMATION

Provision of roof canopy to shopfront (part-retrospective)

Plans considered

Drawing No: 08 - Block Plan

Drawing No: 05 - Proposed Roof Plan

Drawing No: 07 - Proposed Side Elevations

3.. CONSULTATIONS

3.1 The following addresses were consulted by letter.

541 Oxford Road, Reading, Berkshire, RG30 1HJ

470-478 Oxford Road, Reading, Berkshire, RG30 1EF

535 Oxford Road, Reading, RG30 1HJ

484 Oxford Road, Reading, RG30 1EF

468 Oxford Road, Reading, RG30 1EF

537-541 Oxford Road, Reading, RG30 1HJ
539 Oxford Road, Reading, RG30 1HJ
539a Oxford Road, Reading, RG30 1HJ
543 Oxford Road, Reading, RG30 1HJ
543a Oxford Road, Reading, RG30 1HJ

- 4.2 Letters of representation have been received as follows:
[Complete manually as appropriate]

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.

4. 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:

National Policy

National Planning Policy Framework
National Planning Practice Guidance

Reading Borough Local Plan (2019)

National Planning Policy Framework

Reading Borough Local Plan (2019)

Policy CC1 - Presumption in Favour of Sustainable Development

Policy CC2 - Sustainable Design and Construction

Policy CC7 - Design and the Public Realm

Policy OU5 - Shopfronts and Cash Machines

SPG/SPD

- A Design Guide to Shopfronts SPD - 2022

APPRAISAL

The enclosed front canopy obscures the front of the shop and appears as an poor quality and unsympathetic addition which dominates and detracts from the original form and appearance of the host building. This together with the prominent location results in harm to the appearance of the building and wider streetscene. The proposal is therefore contrary to Policies CC7 and OU5 of the Reading Borough Local Plan (2019) and the Design Guide for Shopfronts SPD (2022).

CONCLUSION

The proposed development has been assessed and the proposed works are considered to be in accordance with the above relevant policies and planning permission should be refused.

RECOMMENDATION

Application Refused

1. The enclosed front canopy by virtue of its visually dominant design, bulky form and unsympathetic external materials results in an incongruous feature in the street scene which detracts from the character and appearance of the host building and wider street scene. The proposal is therefore of poor design which is contrary to Policies CC7 and OU5 of the Reading Borough Local Plan (2019) and the Design Guide for Shopfronts SPD (2022).