

DELEGATED APPLICATION REPORT

App Ref: 212051 / LBC

Address: 1-3 Queen Victoria Street, Reading

Proposal: Listed Building Consent to put up 3no. fascia signs - 1no. to Queen Victoria Street, 1no. to Friar Street and 1no. to corner entrance. 2no. projecting signs - 1no. to Queen Victoria Street and 1no. to Friar Street. New graphics to 4no. existing awnings.

Case Officer: Beatrice Malama

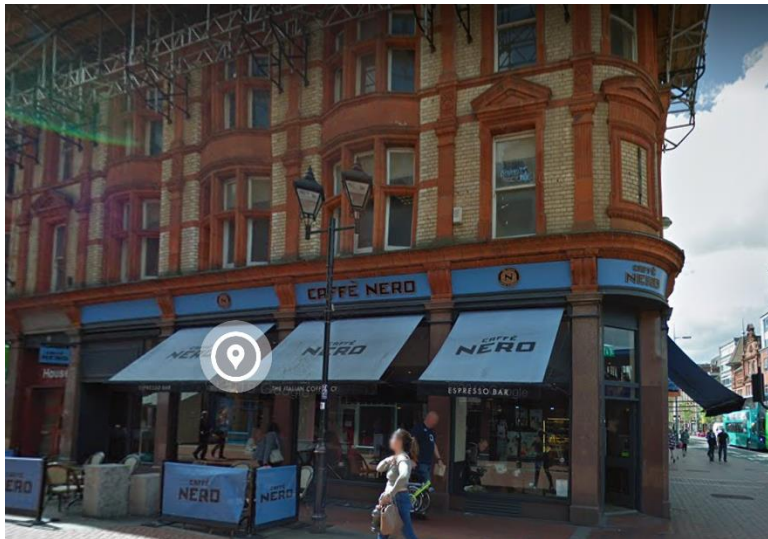
Date Received: 20/12/2021

Agreed Determination Date: 08/07/2022

Site Description

The application site is a four story Listed building located at the corner of Queen Victoria and Friar Streets within Reading's Central Business area. This application relates only to the ground floor of 1-3 Queen Victoria Street. The shop was previously used as a coffee shop by Café Nero. The building does not fall within a Conservation Area.

Figure 1: Existing front elevation



Proposal

Listed building consent is being sought for the proposed 3no. fascia signs; 1no. to Queen Victoria Street, 1no. to Friar Street and 1no. above corner entrance, 2no. projecting signs; 1no. to Queen Victoria Street and 1no. to Friar Street. New graphics to 4no. existing awnings.

Plans Submitted

The following plans were received on 7th January 2022:

Drawing No: 9556-P-01 A - Site Location Plan

Drawing No: 9556-P-03 B - Existing Shopfront

The following revised plans and supporting documents were received by the Local Planning Authority on 17th June 2022 and 8th July 2022.

Drawing No: 9556-P-06 Rev PE - Proposed sign details

Sign light details - Product Code: 7672GP

As received by the Local Planning Authority on 17th June 2022.

Drawing No: 9556-P-04 Rev PH - Proposed shop front

Drawing No: 9556-P-05 Rev PE - Proposed section through shopfront

As received by the Local Planning Authority on 8th July 2022

Relevant Planning History

The application site which is 1-3 Queen Victoria Street is part of a row of shops at 1-15 Queen Victoria Street. The wider building has a long planning history including the recently permitted planning applications 210223 and 210224 for the proposed part demolition of rear of site. Repair and refurbishment of listed building. Change of use of upper floors from office (Use Class E(g)) to apart hotel (Use Class C1). Erection of a three - storey rear extension with mansard. Erection of a part-single, part-two storey rear addition (Use Class E(a) or (b)). Alterations to ground floor principle façade. Creation of Public Square, and associated works.

Consultations

Internal Consultation

Conservation and Urban Design Officer - the first heritage comments were received on 25th March 2022 as follows:

The proposed materials, projecting signs and proposed internally illuminated signage, are all incompatible with what would be acceptable and are considered to Harm the character and setting of the listed building. In accordance with the guidelines of the NPPF, Council should Refuse the Listed Building Consent.

In order to make the proposal more in keeping with the character and setting of the listed building, the following changes to the proposal were recommend by the conservation officer:

- amending the materials chosen to compliment the heritage character of the host building,
- change the signage so that it is similar to other schemes in Queen Victoria Street,
- hanging signs to be done in a traditional arrangement with spot downlights
- painted signage and appropriate down lighting,

Following various engagements with the agent, revised plans that meet the requirements and which comply with the policies were received by the Local Planning Authority on 17th June 2022. As such the conservation officer has no further objections to this application. Final heritage comments were received on 17th June 2022.

Ward Councilors - Expressed concerns on the impact of the proposal on the listed building and the wider area. These concerns were addressed through various changes made to the proposal.

Reading Conservation Area Advisory Committee - Comments were received on 28th May 2022 and the following concerns were raised:

- This proposal for a landmark building on the corner, will have a detrimental impact on the listed buildings in the street and this key pedestrian route to and from the station.
- The shopfront, fascia and awnings clearly depart from the principles set out in the Shopfronts SPD.

Case officer comment: Revised plans addressing various issues raised were received by the Local Planning Authority on 17th June 2022. The proposal therefore is considered to comply with the policies identified.

Public Consultation

A site notice was displayed on 12th January 2022 and owners and occupiers of surrounding neighbouring properties were consulted by letter.

No response has 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.

Legal and Planning Policy

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 66 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

CR2: Design and Central Reading

CR7: Primary Frontages in Central Reading

SPD - Design Guide for Shopfronts (2022)

Other legislation

Planning (Listed Buildings and Conservation Areas) Act 1990

Appraisal

Heritage

Policy CC7 (Design and the Public Realm) requires that all developments be of high design quality:

Policy EN1: Protection and Enhancement of the Historic Environment

The building is a four-story listed building located at the corner of Friar Street and Queen Victoria Street. The proposal relates to the shopfront at ground floor level of 1-3 Queen Victoria Street.

The proposed works include the installation of 3no. fascia signs; 1no. to Queen Victoria Street, 1no. to Friar Street and 1no. above corner entrance, 2no. projecting signs; 1no. to Queen Victoria Street and 1no. to Friar Street and new graphics to 4no. existing awnings. Since the application was first received, a number of revisions have been made in order to make the proposal more acceptable. Changes that have been made include the following:

- Projecting signs have been raised to fascia level and traditional materials incorporated.
- Fascia signage is now shown painted directly to the fascia panel.
- Lighting has been added to the two main fascia signs - specification of the proposed lights attached.
- Logo print to the awnings has been reduced 50% as requested.

No other works to the building are proposed as part of this proposal.

Given the changes that have been made to the proposal, it is considered that the proposed works would not have detrimental impact on the setting or character of the listed building. The proposal therefore complies with the requirements of Section 66 and 72 of the Town and Country (Listed Buildings and Conservation Areas) Act 1990 and the statutory duties of the Council in this regard have been discharged.

CONCLUSION

The proposed works to the listed property which would involve 3no. fascia signs, 2no. projecting signs and new graphics to 4no. existing awnings have been assessed and found to be acceptable as they comply with the identified policy and guidelines and therefore Listed Building Consent can be granted.

RECOMMENDATION

Grant Listed Building Consent

CONDITIONS

1. Listed building Time Limit (Standard)
2. Listed Building (Works Specifications)

INFORMATIVES

IF1: Positive and Proactive Working

IF5: Terms