

DELEGATED APPLICATION REPORT

Application No: 211559/FUL

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

Proposal: Alteration of existing stall riser and installation of new section of shopfront to accommodate the Installation of 2no. external ATMs.

Case Officer: David Brett

Applicant: HSBC CRE

Received on (valid from): 17/09/2021

Target Date: 11/03/2022, extended decision date agreed with applicant from 15/11/2021

Application No: 211554/LBC

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

Proposal: 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)

Case Officer: David Brett

Applicant: HSBC CRE

Received on (valid from): 20/09/2021

Target Date: 11/03/2022, extended decision date agreed with applicant from 12/11/2021

Application No: 211560/ADV

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

Proposal: 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)

Case Officer: David Brett

Applicant: HSBC CRE

Received on (valid from): 20/09/2021

Target Date: 15/11/2021, extended decision date agreed with applicant from 15/11/2021

Site Description and Surrounding Area

The proposal site is a HSBC bank at 26-28 Broad Street. The bank fronts both Broad Street and Queen Victoria Street. 26-28 Broad Street is a Grade II Listed Building (listing 1113564). The listing describes 24-28, Broad Street as:

"2. Including Nos 148 and 149 Friar Street and Nos 24 to 28 and 35 to 37 (consec) Broad Street. 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 4:2:1:1:1:1:3. 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 proposal site is also within an Air Quality Management Area (AQMA). The proposal site is located between the Market Place/London Street Conservation Area, and St. Mary's Butts/Castle Street Conservation Area. The proposal site itself is not within a Conservation Area. The site is within the central Reading area, the central core, the primary shopping area and a designated primary frontage.

A site visit was undertaken on 24/02/2022 by the Case Officer and the Conservation & Urban Design Officer.

Proposal

The proposal seeks full planning permission for the following:

- Installation of two ATMs to window fronting Queen Victoria Street
- Alterations to existing stall riser to accommodate ATMs

Listed Building Consent is sought for the above and:

- Various alterations to internal layout.

Advertisement Consent is sought for:

- Installation of new and replacement fascia signage to Broad Street and Queen Victoria Street elevations.
- Erection of name plate/opening hours sign.
- External header signs to ATMS
- Replace existing fan light vinyl with etched/sandblasted logo above entrance door.

Plans/Documents Considered

The agent supplied the following plans and documents for applications 211559/FUL, 211554/LBC and 211560/ADV:

- 20 071 PA110 Design & Access Statement - September 2021
- 20 071 PA101 Heritage Statement - September 2021 (*application 211554/LBC only*)
- 20 071 PA 00 - Location & Block Plan
- 20 071 PA 02 - Existing Ground Floor Plan
- 20 071 PA 03 - Existing First Floor Plan (*application 211554/LBC only*)
- 20 071 PA 04 - Existing Second Floor Plan (*application 211554/LBC only*)
- 20 071 PA 05 - Existing Third Floor Plan (*application 211554/LBC only*)
- 20 071 PA 06 - Existing Broad Street Elevation
- 20 071 PA 07 - Existing QVS Elevation
- 20 071 PA 11 - Photosheet - External
- ~~• 20 071 PA 22 - Proposed Ground Floor Plan~~
- 20 071 PA 23 - Proposed First Floor Plan (*application 211554/LBC only*)
- 20 071 PA 24 - Proposed Second Floor Plan (*application 211554/LBC only*)
- 20 071 PA 25 - Proposed Third Floor Plan (*application 211554/LBC only*)
- ~~• 20 071 PA 26 - Proposed Broad Street Elevation~~
- ~~• 20 071 PA 27 - Proposed QVS Elevation~~
- ~~• 20 071 PA 28 - QVS Elevation Detail~~

Received on 17/09/2021

- PA 101 - Non-Illuminated Fascia Sign Details (*applications 211559/FUL and 211560/ADV only*)

- PA 103 - Conservation Projecting Sign Details (*applications 211559/FUL and 211560/ADV only*)
- PA 104 - Consolidated Nameplate Details (*applications 211559/FUL and 211560/ADV only*)
- PA 106 - Non-Illuminated ATM Panel Details (*applications 211559/FUL and 211560/ADV only*)

Received on 20/09/2021

- ~~20 071 PA 26 Rev A - Proposed Broad Street Elevation~~
- ~~20 071 PA 27 Rev A - Proposed QVS Elevation~~
- ~~20 071 PA 28 Rev A - QVS Elevation Detail~~

Received on 06/02/2022

- 20 071 PA 22 Rev A - Proposed Ground Floor Plan
- ~~20 071 PA 27 Rev B - Proposed QVS Elevation~~
- ~~20 071 PA 28 Rev B - QVS Elevation Detail~~

Received on 09/02/2022

- 20 071 PA 26 Rev B - Proposed Broad Street Elevation
- 20 071 PA 27 Rev C - Proposed QVS Elevation
- 20 071 PA 28 Rev C - QVS Elevation Detail

Received on 03/03/2022

Relevant Planning History

160530/FUL - 3 replacement ATMs on Queen Victoria Street elevation - Application Permitted on 17/05/2016

160531/LBC - Internal and external alterations associated with replacement ATMs (3 on Queen Victoria Street elevation and 3 internally) - Application Permitted on 17/05/2016

170919/ADV - 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 on 07/08/2017

170920/LBC - Listed Building Consent for replacement signage - HSBC to HSBC UK - Application Permitted on 30/08/2017

180953/LBC - Refurbishment works of an existing branch of HSBC UK - Application Permitted on 12/09/2018

180973/ADV - New reverse applied vinyl ATM signage - Application Permitted on 02/08/2018

181958/ADV - 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 on 10/06/2019 (Committee Decision)

200320/ADV - Replacement of 3no. ATM signs - Application Permitted on 20/04/2020

210678/FUL - 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 on 25/06/2021

210679/LBC - 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 on 25/06/2021

Internal Consultations

Reading Borough Council, Transport - Response received on 03/12/2021 to applications 211559 and 211560

- There are no Transport objections to this application. The application form states that all the proposed signage is non illuminated.

Reading Borough Council, Conservation & Urban Design Officer - First response received on 12/05/2021, last response received on 01/03/2022. Summary of response:

- The proposed internal upgrades are generally like for like replacement of modern finishes and fixtured. Therefore, no objections to the proposed works.
- The original scheme proposed to lower the stall-riser. The applicant was requested to keep the stall riser at the existing position as the original position in the adjacent windows. This has now been done in the revised drawings.
- It was proposed to black-out the whole window to approximately 4 metres high. This was not supported as it will change the character of the setting of the building in the context and setting of the whole of Queen Victoria street. It was recommended that a frosted film window, to a height of approximately 2.5m would be sufficient to provide a visual security screen inside the bank. It is understood that the planning officer has been negotiating with the agent on this request. The latest proposal is for an acid etched finish for the glazing. CUDO: There are no objections to this type of traditional finish. The proposed relocation of the bank auto-tellers is generally supported and is recommended for Approval and it is considered to comply with general heritage planning guidance and Council's heritage policies.
- The proposed hanging signs are to be similar to the hanging signs on the adjacent Lloyds bank, on Broad Street. The no objections to the new non-illuminated signage.
- The methodology provided for cleaning the exterior walls and surfaces of the bank is appropriate.

Thames Valley Police, Crime Prevention Design Advisor - Response received on 14/06/2022 to applications 211559 and 211560

- No objection.

External Consultees

Site notices for both applications 211554, 211559 and 211560 were displayed on Friday 26th November 2021, expiring on Friday 17th December 2021. A press notice was published from Thursday 2nd December 2021, expiring on Thursday 23rd December 2021. No responses 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.

Relevant Planning Policy and Guidance

Application 211559

- 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. The Development Plan for Reading relevant to the application site comprises the Reading Borough Local Plan (adopted November 2019).
- The 'National Planning Policy Framework' ('NPPF') 2021 states clearly that its content is to be a material consideration in the determination of applications. The 'NPPF' states that due weight should be given to the adopted policies of the Local 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).

Application 211554

- 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.

Application 211560

- 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.

Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework 2021;
National Planning Policy Guidance 2014 onwards;

Reading Borough Local Plan (November 2019)

- CC7: Design and the Public Realm
- CC8: Safeguarding Amenity
- EN1: Protection and Enhancement of the Historic Environment
- EN3: Enhancement of Conservation Areas
- EN6: New Development in a Historic Context
- EN15: Air Quality
- OU4: Advertisements
- OU5: Shopfronts and Cash Machines
- CR2: Design in Central Reading
- CR7: Primary Frontages in Central Reading

Other documents

- Design Guide to Shopfronts SPD (Adopted January 2022)
- St Mary's Butts / Castle Street CAA
- Market Place/London St CAA

(in both instances the proposals are not within the CAs, but are in close proximity to potentially impact on the setting of the CAs - hence reference to these documents).

Appraisal

The main issues considered for these three separate applications are as follows:

Application 211559 Appraisal - Full Planning Permission

- a) Design and Access
- b) Safeguarding Amenity
- c) Air Quality

Application 211554 Appraisal - Listed Building Consent

- a) Protection and Enhancement of the Historic Environment

Application 211560 Appraisal - Advertisement Consent

- a) Advertisements

Application 211559 Appraisal - Full Planning Permission

- a) Design & Access

The HSBC bank is prominently on the corner of Broad Street and Queen Victoria Street.

An internally applied film which covered the full extent of a shopfront window has been removed from the plans. The proposed internally applied film was not considered acceptable. Section 4.9 of the recently adopted Design Guide for Shopfronts SPD states that; *"Opaque coverings on shop windows, such as paint, films and temporary or permanent posters applied to the interior or exterior of the window should be minimised and should not obscure the shop window. The area of opaque coverings should not exceed 30% of the total area of glazing. Shopfronts should remain "active" by providing visibility into the space, rather than presenting a blank wall during both the day and night. Policy*

CR7: Primary Frontages in Central Reading provides more detail regarding active frontages and a definition is provided in the glossary in Section 6 of this SPD.”

It was appreciated that the film is intended to provide privacy to the new interview room, however, this aspect of the proposal was considered contrary to policy OU5 (e) of the Reading Borough Local Plan, which states:

- *Shopfronts should present an active frontage to the street at all times. Where security is essential, security features will be internal, such as internal open mesh grilles. Opaque coverings on shop windows, such as paint and films, will be minimised and will not obscure the window.*

The proposed film was also considered contrary to Policy OU4 (c) of the Reading Borough Local Plan, which states:

- *Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest;*

The proposed internally applied film has been removed from the plans. It has been demonstrated on the plans the existing window display standees will be retained. This is considered acceptable.

Turning to the proposed Queen Victoria Street elevation; two ATMs are proposed to the northmost window. The application originally proposed that the stallriser be lowered to accommodate the ATMs. Four ATMs were removed from the adjacent shopfront under application 210678.

The lowering of the stallrisers to accommodate the two ATMs was not considered acceptable or in accordance with Policies EN1 and OU5 of the Reading Borough Local Plan. The lowering of the stallriser was considered to have an adverse impact on one of the elements which contributes to the historic interest of the building and would not protect or enhance the significance of the heritage asset in accordance with Policy EN1.

Policy OU5 states that “Features that positively contribute to the character of the building and street will be retained and, where possible, restored”. The plans originally proposed the reduction in size of a feature (the stallriser) that is considered to contribute to the character of the heritage asset. Furthermore, section 4.11 of the recently adopted Design Guide for Shopfronts SPD encourages the retention of stallrisers. In this instance the lowering of the stallriser was not considered acceptable, given the consistent height of the adjacent stallrisers at 0.82m on the Queen Victoria Street and Broad Street elevations to the heritage asset. Revised plans were provided retaining the height of the existing stallriser and accommodating the proposed ATMs.

Black glazing was originally proposed to the window surrounding the proposed ATMs. The proposed black glazing was not considered acceptable for the same reasons that the internally applied film to the Broad Street elevation was not considered acceptable. The agent was therefore encouraged to change to clear glazing. The agent explained that the black glazing was proposed to obscure views of the proposed stud wall behind the window. The proposed stud wall was not demonstrated on the original plans, but this did provide further context to officers as to why black glazing was proposed. The proposed stud wall to the window is proposed to as part of a secure room to the rear of the ATMs to obscure views from the high street to sensitive cash handling areas of the bank. Nevertheless, the black glazing was not considered acceptable.

Eventually, it was agreed that acid etched glazing would be suitable in this specific instance. The acid etched glazing is considered favourable to the black glazing at would

more suitably integrated with the predominantly white fascia signage, and less oppressive on the Queen Victoria Street elevation. It is acknowledged that the window in question would largely be dominated by the two proposed ATMs combined with the headers, reducing the value of the window as a shopfront opening. On balance, it is considered that the benefits of providing a secure cash handling area behind the proposed ATMs outweighed the any perceived harm to the overall shopfront. Ultimately, the height of the stallriser and the window frame are to be retained, and the works to facilitate the ATMs and secure room are reversible.

Overall, on balance the proposed development is considered in accordance with Policies CC7, OU5, CR2 and CR7 of the Reading Borough Local Plan. The works proposed are considered typical given the use of the premises as a bank. The acid etched glazing to the one Queen Victoria Street opening is considered acceptable in this instance given it's purpose to obscure views of the stud wall and secure room behind the two proposed ATMs.

b) Safeguarding Amenity

Due to the size, scale and nature of the development proposed, it is not considered that the proposed development would give rise to harmful noise, disturbance or any of the other criteria under policy CC8 of the Reading Borough Local Plan. The Crime Prevention Design Advisor has confirmed that there are no objections to the proposal in terms of public safety and crime.

c) Air Quality

This proposal has been considered against Reading Borough Local Plan policy EN15, as the proposal site is within an Air Quality Management Area (AQMA). As demonstrated in the policy, this proposal does not meet the requirements for an Air Quality Assessment (AQA) and is considered not enough of a detrimental impact air quality to warrant such an assessment due to the size and scale of the proposal.

Application 211554 Appraisal - Listed Building Consent

a) Protection and Enhancement of the Historic Environment

As mentioned previously within the appraisal for application 211559 above, the proposed development as revised is not considered to harm the character and appearance of the existing building or surrounding area. The proposed works are not considered to harm the reasons for listing at 26 to 28 Broad Street, or harm the character and appearance of other nearby listed buildings along Broad Street or Queen Victoria Street.

The works proposed to the inside of 26-28 Broad Street largely consists of upgrades to an existing modern bank, such as redecoration, new furniture and flooring. It was agreed on the site visit that the internal works proposed would not harm the historic fabric of the Grade II Listed Building. The method for cleaning the exterior surfaces of the bank has been agreed, with use of water and a soft brush. This application is supported by the Conservation & Urban Design Officer (see comments above).

Overall, the scheme as revised is considered to enhance the character and appearance of the Grade II Listed Building. Therefore, the proposed development is considered in accordance with policies EN1 of the Reading Borough Local Plan.

Application 211560 Appraisal - Advertisement Consent

The advertisements proposed consist of the installation of new and replacement fascia signage to Broad Street and Queen Victoria Street elevations. Whilst the fascia signage will feature individual built up letters and logos (projection 60mm) the signage is considered to closely resemble the existing arrangement. The proposed projecting conservation sign is considered an improvement of the existing projecting sign and more suitable to the historic fabric of the building. The name plate/opening hours sign proposed to the Broad Street elevation, and the external header signs to the ATMs on the Queen Victoria Street Elevation are considered acceptable. All the signage proposed is non-illuminated. The existing fan light vinyl will also be replaced with an etched/sandblasted logo above entrance door on the Broad Street elevation.



Fig 1. Existing Broad Street Elevation



Fig 2. Proposed Broad Street Elevation



Fig .3 Existing Queen Victoria Street Elevation



Fig 4. Proposed Queen Victoria Street Elevation

a) Advertisements

The Reading Borough Local Plan advertisements policy (OU4) states that all adverts need to comply with the following criteria in order to be approved:

Advertisements will not obstruct windows, any other sign already located on the building, or cut across significant architectural features such as historic

Complies

fascias, windows, pilasters, cornices or scrolls.	
Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts.	Complies
Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest.	Complies
Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies
Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	Complies
Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies

NPPG: Advertisements - [Considerations affecting public safety](#)

The NPPG (in particular in this instance Paragraph: 068 Reference ID: 18b-068-20140306 & Paragraph: 078 Reference ID: 18b-078-20140306) provides guidance as to the considerations affecting public safety. These are detailed below (in *italics*), together with officer responses in relation to the proposal (in **bold**):

The main types of advertisement which may cause danger to road users are:

(a) <i>those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway</i>	Complies
(b) <i>those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature</i>	Complies
(c) <i>those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface)</i>	Complies
(d) <i>those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology</i>	
i) <i>where the means of illumination is directly visible from any part of the road</i>	N/A - Proposed signage not illuminated
ii) <i>which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals</i>	N/A - Proposed signage not illuminated
iii) <i>which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather</i>	N/A - Proposed signage not illuminated
iv) <i>which are subject to frequent changes of the display</i>	N/A - Proposed signage not illuminated
(e) <i>those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message</i>	Complies
(f) <i>those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently</i>	Complies

<i>protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road</i>	
(g) <i>those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example</i>	
<i>i) those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs; or</i>	Complies
<i>ii) those incorporating large arrows or chevrons with only the arrow or chevron made of retroflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts</i>	Complies
(h) <i>those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which</i>	
<i>i) contain a large arrow or chevron (or have a pointed end and have only a few words of message)</i>	Complies
<i>ii) invite drivers to turn right on a main road, or where there is fast moving traffic</i>	Complies
<i>iii) invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely</i>	Complies
<i>iv) are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard</i>	Complies
<i>The prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras.</i>	
Complies	

Conclusion

The development has been assessed and the works are considered to be in accordance with the above relevant policies and Planning Permission, Listed Building consent and Advertisement Consent can be granted.

211559 Recommendation

GRANT

211559 Conditions

TL1: Time Limit (Standard)

The development hereby permitted shall begin no later than three years from the date of this planning permission.

REASON: In pursuance of Section 91 of the Town and Country Planning Act 1990 (as amended by Section 51 of the Planning and Compulsory Purchase Act 2004) in order to prevent an accumulation of unimplemented planning permissions.

AP1: Approved Plans (Application 211559 only)

The development hereby permitted shall ONLY be carried out in accordance with the following approved plans:

- 20 071 PA 00 - Location & Block Plan

Received on 17/09/2021

- PA 101 - Non-Illuminated Fascia Sign Details
- PA 103 - Conservation Projecting Sign Details
- PA 104 - Consolidated Nameplate Details
- PA 106 - Non-Illuminated ATM Panel Details

Received on 20/09/2021

- 20 071 PA 22 Rev A - Proposed Ground Floor Plan

Received on 09/02/2022

- 20 071 PA 26 Rev B - Proposed Broad Street Elevation
- 20 071 PA 27 Rev C - Proposed QVS Elevation
- 20 071 PA 28 Rev C - QVS Elevation Detail

Received on 03/03/2022

REASON: For the avoidance of doubt and to ensure that the development is carried out and adhered to in accordance with the application form and associated details hereby approved.

M3: Materials (As Specified)

The materials to be used in the construction of the external surfaces of this development shall be as specified on the plans unless otherwise agreed in writing with the Local Planning Authority.

REASON: In the interests of visual amenity and ensuring the new development responds positively to the local context and character in accordance with Policy CC7 and CR2 of the Reading Borough Local Plan 2019.

Active Frontage

Notwithstanding the provisions of Class 12 of Schedule 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended), the non-residential unit hereby approved shall retain 'active window displays' along the length of the frontage, without the installation of window vinyls, roller shutters, or similar which would obscure visibility between the public realm and the unit.

REASON: in the interests of retaining a vibrant and attractive street scene and improving active surveillance, in line with Policies CC7, OU5 and CR4 of the Reading Borough Local Plan 2019.

211559 Informatives

IF1: Positive and Proactive Working - approval

The Local Planning Authority has worked positively and proactively with the applicant to resolve relevant matters to allow permission to be granted within the agreed timescale for the decision to be issued.

IF5: Terms

Your attention is drawn to the terms and conditions of this permission. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any condition(s) or planning obligation(s) attached to the permission

may result in the Council taking action to remedy the breach of planning control. If you are in any doubt please contact the Council.

IF6: Building Control

Your attention is drawn to the possible requirement for submission of a Building Regulations application for the proposed development. Please contact Building Control on 0118 937 2449 for advice.

IF7: Complaints about construction

Complaints are commonly received about noise and dust caused by construction and demolition works, particularly working outside reasonable hours and smoke from bonfires associated with the burning of waste on site. The developer is reminded that construction and demolition associated with the approved development will be subject to environmental health law.

211554 Recommendation

GRANT

211554 Conditions

LB1: Time Limit Listed Building (Works)

The works hereby permitted shall begin no later than three years from the date of this consent.

REASON: In accordance with Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990 as amended by section 51 of the Planning and Compulsory Purchase Act 2004.

LB2: Listed Building (Works Specification)

The works to the Listed Building hereby permitted shall be carried out only in accordance with the following approved plans or specifications:

- 20 071 PA 00 - Location & Block Plan
- 20 071 PA 23 - Proposed First Floor Plan
- 20 071 PA 24 - Proposed Second Floor Plan
- 20 071 PA 25 - Proposed Third Floor Plan

Received on 17/09/2021

- 20 071 PA 22 Rev A - Proposed Ground Floor Plan

Received on 09/02/2022

- 20 071 PA 26 Rev B - Proposed Broad Street Elevation
- 20 071 PA 27 Rev C - Proposed QVS Elevation
- 20 071 PA 28 Rev C - QVS Elevation Detail

Received on 03/03/2022

REASON: For the avoidance of doubt and to ensure that the development is carried out in accordance with the Listed Building Consent hereby approved Policy EN1 of the Reading Local Plan 2019.

MLB: Listed Building Materials (To Match)

All new external and internal works and finishes, and any works of making good, shall match the existing original fabric in respect of using materials of a matching form,

composition and consistency, detailed execution and finished appearance, except where indicated otherwise on the drawings hereby approved.

REASON: In order that the special architectural and historic interest of this Listed Building is safeguarded in accordance with Policy EN1 of the Reading Borough Local Plan 2019.

211554 Informatives

IF1: Positive and Proactive Working - approval

The Local Planning Authority has worked positively and proactively with the applicant to resolve relevant matters to allow consent to be granted within the agreed timescale for the decision to be issued.

IF5: Terms

Your attention is drawn to the terms and conditions of this consent. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of listed building control. If you are in any doubt please contact the Council.

211560 Recommendation

GRANT

211560 Conditions

A1: STANDARD ADVERT REQUIREMENTS

No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

- i. No advertisement shall be sited or displayed so as to:
 - a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- ii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- iii. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- iv. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

AD2: APPROVED PLANS (ADVERTS)

The advertisements hereby consented shall be carried out in accordance with the following approved plans:

- 20 071 PA 00 - Location & Block Plan

Received on 17/09/2021

- PA 101 - Non-Illuminated Fascia Sign Details
- PA 103 - Conservation Projecting Sign Details
- PA 104 - Consolidated Nameplate Details
- PA 106 - Non-Illuminated ATM Panel Details

Received on 20/09/2021

- 20 071 PA 22 Rev A - Proposed Ground Floor Plan

Received on 09/02/2022

- 20 071 PA 26 Rev B - Proposed Broad Street Elevation
- 20 071 PA 27 Rev C - Proposed QVS Elevation
- 20 071 PA 28 Rev C - QVS Elevation Detail

Received on 03/03/2022

REASON: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with Policy OU4 of the Reading Borough Local Plan 2019.

211560 Informatives

IF1: Positive and Proactive Working - approval

The Local Planning Authority has worked positively and proactively with the applicant to resolve relevant matters to allow permission to be consent within the statutory timescale for the decision to be issued.