



# Town Planning Bureau

## Planning Supporting Statement

**RE: PLANNING APPLICATION FOR ALTERATION TO EXISTING SHOPFRONT TO FRIAR STREET AND STATION ROAD COMPRISING THE REMOVAL OF THE EXISTING GLAZED SHOPFRONT / SIGNAGE BAND AND REPLACEMENT WITH A NEW PART GLAZED AND CLAD ELEVATION, ALTERATION TO LOUVERS TO STATION ROAD ELEVATION.**

**SITE: 1 STATION ROAD/22 FRIAR STREET, READING RG1 1LG.**

The Barn  
43 Oakdene Road  
Redhill  
Surrey  
RH1 6BT  
Tel. 01737 390169

### 1. The Application

This letter is presented in support of a planning application for the proposed removal and replacement of the existing shopfront comprising new part glazed/ part clad shopfront and new advertising areas to the ground floor of this town centre building.

Date: 22<sup>nd</sup> June 2020  
Our ref: TPB-483d-L4

This application pack comprises the following documents:

- Site plan.
- Block plan.
- Existing elevations.
- As approved elevations.
- Proposed elevations.
- As proposed floorplans.
- Details of advertisement - for information only.

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[www.tpbureau.co.uk](http://www.tpbureau.co.uk)

The application is submitted on behalf of Wendy's Restaurants of UK Ltd ('the Applicant').

We would welcome the opportunity for the Applicant and their design team to present via weblink the detailed overview and rationale for the scheme presented for approval.

### 2. The Site

The site comprises a four-storey building at the junction of Station Road and Friar Street, fronting onto Station Road but with a small return frontage on Friar Street.

The application relates to the ground floor shopfront only of the building, which is a vacant unit formerly occupied by Nationwide Building Society.

The site is located on a major pedestrian route, with the surrounding area comprising a mix of town centre uses including shops, drinking establishments, banks, coffee shops, betting shops, hotels and other professional services.

The site is located within the Reading Central Area, the Station/River Major Opportunity Area, Primary Shopping Area (primary frontage) and Office Core Area.



**RTPI**

mediation of space · making of place  
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The site is not a listed building nor is it located within a conservation area; however, it is a 'locally listed' building - it was locally listed for the following reason:

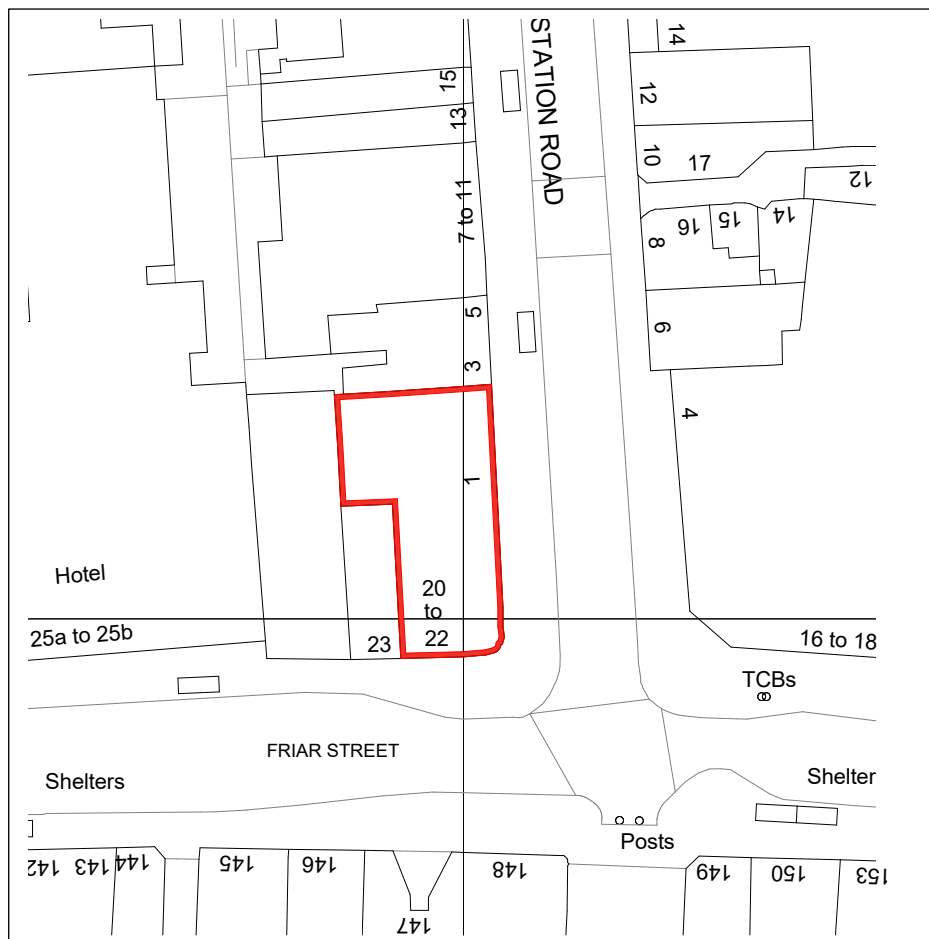
## Reason for Building Local Listing:

- Is substantially complete and unaltered and of definite significance.
- In terms of social importance, it is largely in its original intended/designed use as offices.
- Its architecture shows innovation and virtuosity as the building has a noteworthy quality of workmanship and materials. The architecture is bold, striking and good-quality, with the majority of original external materials and the condition of the building today (good) being testament to those materials and the workmanship.
- The building is the work of a notable local architect.
- The building shows innovation in materials, technique, architectural style or engineering, by virtue of being an early example of the Neo-Classical style in Reading; and
- The building has both group value and townscape value with its contribution to other similar buildings nearby (some Listed), and as a landmark building which contributes to the sense of place and the local streetscene.

## Notes taken from Local Listing:

- Based on evidence currently available, there is a high level of architectural significance with the building dating from between 1840-1913, being substantially complete and unaltered (excluding the interior and the ground floor shopfront). The building has strong Social and Architectural interest, as detailed above. (our emphasis).

## Site Location:



### 3. Details of the proposed development

The application proposes:

- The removal of the existing shopfront and advertisement banding.
- A new intake louver to replace an existing window.
- Replacement of entrance door to Station Road.
- Friar Street elevation to be part glazed/ part clad with 'Euromax Endurawood Light Oak' finish.
- Station Road elevation will be part glazed/ part clad with 'Euromax Endurawood Anthracite Grey' and 'Euromax Endurawood Light Oak',
- The corner of Friar Street and Station Road will be fully glazed.
- The fabric of the building will be unaltered.
- Advertisement consent is submitted by way of a separate application.

Image of the proposed front elevation is shown below.



Access arrangements: Access to both the ground floor unit will be unaltered by this application.

Parking: There would be no change from the existing situation - no off-street car parking is provided or capable of being provided.

#### **4. Planning history**

##### **Ground floor Relevant:**

- 200343 - Change of use of ground floor from A2 Financial & Professional Services to mixed- use A3/A5 Restaurant/Take away use & associated works including external ventilation Louvre to Station Road elevation.
  - Permitted 25/05/20.
- 110641 - New fascia signs around existing cash machines
  - Permitted 08/03/12.
- 011000 - Proposed alteration of shopfronts to provide new disabled access to suit internal alterations
  - Permitted 22/11/01
- 011001 - Replacement of existing illuminated fascia box and projecting box sign with new corporate logo
  - Permitted 22/11/01
- 910601 - New fascia signs and projecting signs
  - Permitted 23/07/91.
- 900360 - Illuminated fascia sign and two logo projecting signs.
  - Permitted 08/10/90
- 901187/FUL - Alteration, renovation and extension of building
  - Permitted 12/09/90.
- 890025/FUL - Alteration, renovation and extension of building
  - Permitted 22/03/89.
- 890880 - fascia signs in plain grey stove enamelled box folded aluminium, central sign to have logo and blue perspex style lettering over diffused perspex / concealed strip lighting to give halo effect
  - Permitted 10.03.89

##### **Upper floor Relevant:**

- 180139 - Change of use of 1st, 2nd and 3rd floors from offices (Class B1(a)) to 11 dwellings (Class C3)
  - Prior Approval Notification Approval 23/03/18.
- 191446 - Change of use of 1st, 2nd and 3rd floors of existing building from Class B1(a) (offices) to Class C3 (dwellinghouses) to comprise 12 residential units. Prior Notification under Class O, Part 3 of Schedule 2 of The Town and Country Planning (General Permitted Development) Order 2015.
  - Prior approval given 31/10/19.
- 182109 - Change of use of 1st, 2nd and 3rd floors from offices (Class B1(a)) to 15 dwellings (Class C3)
  - Prior Approval Notification - Approval 28/01/19.
- 191588 - Erection of 2nd and 3rd floor rear extension to create 3 additional dwellings - under consideration by the Council, yet to be determined.

## **5. Planning Policy**

In preparing this application regard has been had to the National Planning Policy Framework (NPPF) and Development Plan policies within the adopted Reading Borough Local Plan (2019).

### Reading Borough Local Plan (RBLP) Nov 2019

The principal policies relevant include:

- Policy CR7: Primary Frontages in Central Reading.
- Policy CR11: Station/River Major Opportunity Area.
- Policy OU5: Shopfronts and Cash Machines.

Account has also been taken of the following guidance:-

## **6. Planning Considerations**

We consider the principle planning matters to be:-

- The principle of the shopfront.
- The design.
- The materials.

We address them in turn to demonstrate that the scheme complies with development plan policy and guidance.

### Principle of the change of use

The site is located in a busy mixed-use town centre location within the Reading Central Area and within a Primary Shopping Area (primary frontage). It is located on a key pedestrian route through the town centre and surrounded by uses including retail, drinking establishments, banks, coffee shops, betting shops, hotels and other professional services. The principle of the change of use from A2 bank to mixed-use A3/A5 was established and approved May 2020.

The shopfront, albeit partially removed, was installed by Nationwide in circa 1990, however, it has been subject to change and alteration in we understand, 2001 and more lately 2012.

However, for the avoidance of doubt, the fabric of the building will not be altered, this is simply removal of the existing plate glass shopfront and replacement with appropriately branded shopfront for this new restaurant venture.

We accordingly submit that the principle of the removal of the existing shopfront and replacement can be acceptable, subject to design.

## Policy

Policy OU5 of the RBLP states that:-

*Shopfronts, individual features of shopfronts and cash machines will respect the character of the building on which they are located and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location. Features that positively contribute to the character of the building and street will be retained and, where possible, restored. Safety and security will be maintained and enhanced.*

*For shopfronts, the following criteria will be fulfilled:*

- a) New shopfronts 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;*
- b) Where a shop occupies multiple units, shopfronts will not run in a continuous horizontal line across the different unit façades. The fascia and the shop windows should be broken up to ensure the features of each unit are not lost;*
- c) Fascia boards should be lower than any first floor windows, and reflect the predominant height of historic fascia boards on surrounding buildings;*
- d) Canopies and blinds over windows and entrances should be for the shading of the shop and should be retractable; and*
- e) 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.*

## Analysis

‘As Existing’ Station Road:



‘As Existing’ Friar Street:



Former Nationwide Shopfront:

The shopfront of the departed Nationwide had an appearance that drew the eye to the blue branding.



Former Nationwide Station Road shopfront:



Former Nationwide Friar Street shopfront:



One will note there are adverts, and the blue branding to Friar Street.

If one looks to the alternative corners of the junction between Station Road and Friar Street, it should be noted that both the Queen Victoria buildings are listed and sit within a different frontage. Accordingly, one therefore has regard to the adjacent Friar Street property. Whereas the adjacent Friar Street shop is Davina's Local whereas the adjacent Station Road is 'Coral Bookmakers - neither have a character to carry through to the Application site.

Queen Victoria Street/ Friar Street junction:



Nando's and McDonalds - Friar Street shopfronts:



Both these premises are examples of competing uses, the McDonalds kaki-green is a bold and dark colour, which draws the eye and was recently approved in 2014. Whereas the Nandos is older but the use of a timber shopfront to carry through the branding is a key feature of this use.

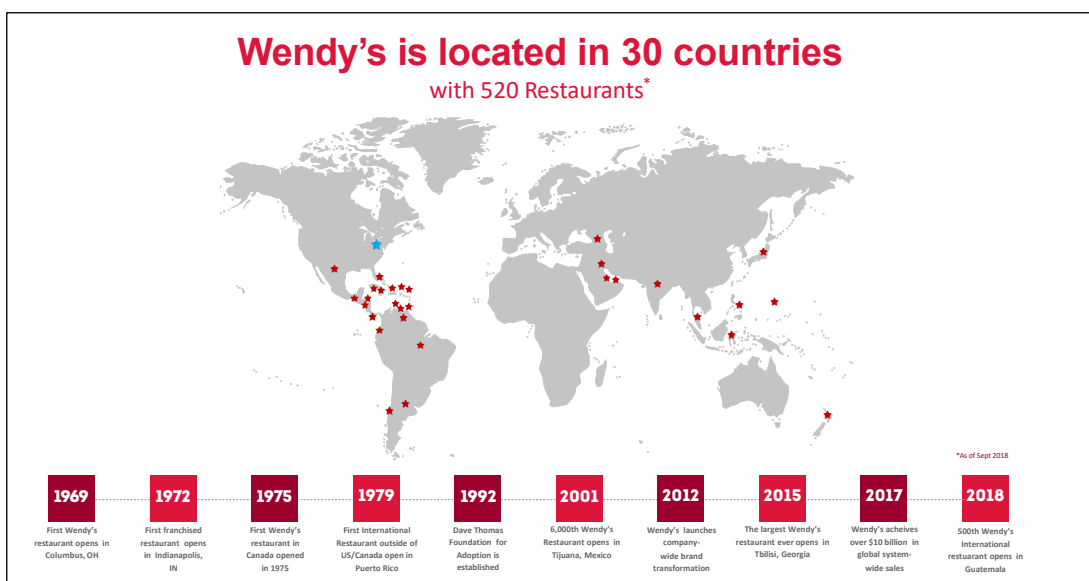
Itsu Queen Victoria Street/ Broad Street shopfront:



The relevance of the above shopfront is the 'screening' of back of house areas to the rear of a large image occupying 2/3rds of the shopfront of a listed building, together with the use of high-gloss white branding.

### Wendy's the Company

Dave Thomas opened his first store 15<sup>th</sup> November 1969 in Columbus, Ohio. Since then, Wendy's has grown to over 520 restaurants world-wide in 30 different countries. What however is special about Wendy's Reading is it is the first restaurant premises in the UK and will be their flag ship store.



### Wendy's Shopfront

The branding is used has been carefully designed to take account of the retail premises, the future layout and of course to bring forward their branding. Accordingly, we breakdown the shopfront and it's detailed design.

#### Station Road Elevation:

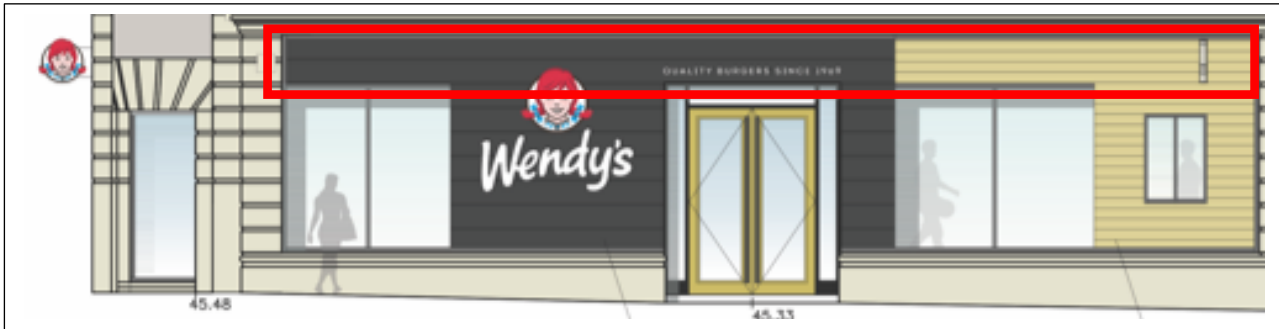


The shopfront has four glazed elements, which comprise the entrance doors and three seating areas that make up the shopfront. There are then two clad areas and the reasoning for these is explained below.

A = this is the drinks dispenser area - this is a built-in machine that would detract on the public views of the premises. Accordingly, the shopfront is covered in this area using the company colour branding and logo that conceals the said drinks machine. The branding would be limited to this area only.

B = this is the counter area - for obvious reason, the concealing of this very busy active area is essential to preserve the aesthetic appearance of the business and to screen this backhouse counter from public views.

Accordingly, the shopfront strikes the right balance between being active whilst ensuring the back of house and not for public view is concealed.



The final matter on the Station Road shopfront is the upper band cladding that has been added to conceal the ceiling level plant. If one compares the Nationwide, this had a blue band in this location - Wendy's shopfront is aesthetically more appropriate and does not draw the eye as the blue perspex signage box.

Friar Street:



This elevation is part glazed, whereas the cladding has replaced two cash machines and offer a degree of privacy for dinners from Friar Street - thus providing patrons with choice. Again, the sole branding is limited to this area only.

### Materials

The cladding system proposed is Euromax Endurawood, which is an 'Award winning woodgrain finish'. The use of the system ensures the shopfront is durable and won't warp, split or crack and is low maintenance that will retain its aesthetic appearance. Two contrasting colours are proposed - Light Oak and Anthracite Grey to offer variety and interest. The remainder of the shopfront will be security-double glazed.

### Assessment against Policy OU5

*Shopfronts, individual features of shopfronts and cash machines will respect the character of the building on which they are located and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location. Features that positively contribute to the character of the building and street will be retained and, where possible, restored. Safety and security will be maintained and enhanced.*

- The building, which is locally listed will be unaltered by the proposal, the scheme seeks to ensure that the only element changed is the shopfront - the Portland Stone dressing and cornicing will be maintained.
- The use of light oak and a contrasting grey will complement the red brick/ Portland Stone.

*a) New shopfronts 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 site is not within a Conservation Area nor is it a Listed Building, albeit it is Locally Listed - local listing acknowledges that the ground floor shopfront has been substantially altered. Accordingly, the works are limited to this area only.
- The use of more mellow colour scheme, limited advertising, concealing ceiling build-up and the counter/ drinks machine will protect this non-designated heritage asset's significance. When compared to the Nationwide shopfront, we submit this is a marked enhancement.

*b) Where a shop occupies multiple units, shopfronts will not run in a continuous horizontal line across the different unit façades. The fascia and the shop windows should be broken up to ensure the features of each unit are not lost;*

- The shopfront relates to a single unit.

*c) Fascia boards should be lower than any first floor windows, and reflect the predominant height of historic fascia boards on surrounding buildings;*

- The fascia boards are contained within the existing opening and sit below the existing cornicing.

*d) Canopies and blinds over windows and entrances should be for the shading of the shop and should be retractable; and*

- No canopies or blinds are proposed.

*e) 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 Applicant has sought to tread a careful line between ensuring the property has an active frontage whilst not cluttering nor having a machinery or the busy counter on display. One will note the Itsu on Queen Victoria Street that has successfully used a similar system to screen this area.
- The shop unit does not have shutters nor paint or film over windows.
- As such, the carefully considered and brand appropriate shopfront strikes the correct balance to meet the operational needs of the business, an activate frontage and to enhance the sense of vitality in the streetscene.

Accordingly, we submit that this application for an amended shopfront will complement and preserve the significance of this non-designated heritage asset, will be an enhancement over the former Nationwide blue perspex shop front and fully complies with Policy OU5.

## **7. Summary and conclusions**

- Planning permission is sought for the installation of a new shopfront to replace the much altered and non-original shopfront..
- The new shopfront will be confined to the existing opening and the Portland Stone cornicing will be preserved without alteration.
- The use of glazing with a light oak and a contrasting grey cladding will be preserve the shopfront and add a more sophisticated appearance, especially when compared to the large plate glazed, blue perspex and advert hung windows of the former Nationwide.
- The site is prominent but does not fall in a conservation area nor is the building Listed.
- The shopfront strikes a balance between retaining active frontage but reducing the plate glazing and hiding the back of house counter / drinks machine that could have a detrimental impact on the appearance of the building.
- The proposed alteration and design will preserve the significance of this locally listed building.
- The scheme has been assessed against Policy OU5 and found to fully comply with the requirements of the said policy.
- The use, which this shopfront is part of, will create further employment opportunities for between 25 and 40 people in this sustainable, easily accessible the town centre location especially at a time of uncertainty.
- The policy presumption is in favour of the grant of planning permission and there are no material considerations that outweigh that presumption - we accordingly submit this application determination.

Should you wish to discuss matters raised in this statement, please do not hesitate to contact the writer.

Lead consultant:

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**Town Planning Bureau**