

DELEGATED APPLICATION REPORT

Application No: 200530/FUL

Address: 68 Broad Street, Reading, RG1 2AF

Proposal: Replacement shopfront and projecting awning (amended description)

Case Officer: David Brett

Applicant: Mr Barbar Butt

Received on: 06/04/2020

Valid on: 16/04/2020

Target Date: Originally 11/06/20, but an extension of time was agreed until 19/06/2020

Site Description and Surrounding Area

The proposal site is a former beauty salon at 68 Broad Street. The surrounding area comprises of a retail high street, with 68 Broad Street fronting on to a pedestrianised area of Broad Street. The site is within the primary shopping area and the site is part of an existing primary frontage in Central Reading. It is also within an Air Quality Management Area (AQMA). 68 Broad Street is a Grade II Listed Building (listing number SU7133473470). The details of the listing are as follows:

- Nos 67 and 68 SU 7173 SW 2/412 II 2. 1890s or circa 1900. In a Norman Shaw manner. 3 storeys and attic. Grey brick with red brick quoins and terracotta decorative band with dentil strips over 2nd floor. 2 storey recessed bay of 5-lights to left with stucco decoration, small pane upper windows and pediment to centre windows. Similar treatment to right, 2nd floor only (1st floor lopped off for slightly later shop window with carved pairs of fascia brackets). Carved stucco scroll brackets to cornice, entablature with stucco acanthus decoration. Central rainwater head. Mansard tile roof with dentil purlin and 2 corniced dormers of 2 lights (glazing bar sashes) flanking panel. Crested ridge, end chimneys, coped verge. Modern ground floor shops. Included as interesting examples of the Norman Shaw style.



1. Existing Elevations. Photo taken on 12/05/2020.

Proposal

The proposal seeks a replacement shopfront and projecting awning

During the course of the application the proposals have been amended. This facilitated the submission of revised plans, as detailed in the 'plans considered' section below.

For clarity, this is one of three current applications at the site. As such, whilst signage is shown on the proposed plans, this is not assessed as part of this application. An informative will be included on the decision notice to clarify this.

Internal Consultations

Reading Borough Council, Transport - Response received on 29/04/2020

- *There are no Transport objections to this application submitted plans show the proposed awning is 2.5m in height from the ground.*
- *There is no impact on any part of the Public Highway.*

Heritage Consultant - Response received on 29/04/2020

- *The is no objection in principle to the addition of the new aluminium shopfront within the existing aperture incorporating a new central entrance door, since the existing shopfront is modern and has already been heavily modified and the proposed shopfront would incorporate a stall riser. The addition of a projecting fixed metal awing would also not be out of character with the Listed Building.*
- Further response received on 17/06/2020 having reviewed revised plans and proposals provided by agent.
 - o *Regarding the revised plans for 68 Broad Street, I think the timber fascia and the retractable 'Victorian style' awing would be improvements to the design and wouldn't have any objections to these.*

Townsafe Consultant - No response received

External Consultees

65-67 Broad Street, Reading, RG1 2AF - No Response has been received.

70 Broad Street, Reading, RG1 2AF - No response has been received.

70-72 Broad Street, Reading, RG1 2AF - No response has been received.

A site notice was displayed from 21st April 2020, expiring on 12th May 2020 - no responses have been received.

Plans/Documents Considered

The agent supplied the following plans:

- Location Plan
- ~~Design and Access Statement~~
- ~~Shop Front As Existing As Proposed 868-001~~
- ~~Shop Front As Proposed 868-002~~
- ~~Proposed Awning~~
- ~~Image of Proposed Shopfront SK1~~

These plans were received on 6th April 2020

- Heritage, Design and Access Statement
- ~~Shop Front As Existing As Proposed 868-001 REV A~~
- ~~Shop Front As Proposed 868-002 REV A~~

These plans were received on 16th April 2020

- ~~• Image of Proposed Shopfront SK1~~
- ~~• Image of Proposed Shopfront SK2~~
- ~~• Shop Front - As Existing - As Proposed - 868-001-REV B~~
- ~~• Shop Front - As Proposed - 868-002-REV B~~

These plans were received on 13th May 2020

- ~~• Shop Front - As Existing - As Proposed - 868-001-REV C~~
- ~~• Shop Front - As Proposed - 868-002-REV C~~

These plans were received on 9th June 2020

- Shop Front - As Existing - As Proposed - 868-001-REV D
- Shop Front - As Proposed - 868-002-REV D

These plans were received on 16th June 2020

Relevant Planning History

200453 - Change of use from existing sui generis use (beauty salon) at ground floor to a flexible A1, A2, A3 and A5 Use - Application permitted on 20/05/2020

200531 - 1 x LED strip illuminated fascia sign and 1 x projecting sign (not illuminated) (amended description) - Application under consideration.

200570 - External alterations including replacement shopfront, projecting awning, fascia sign and projecting sign (amended description) - Application under consideration.

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

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') 2012 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).

Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework 2012;
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
- OU5: Shopfronts and Cash Machines
- EN15: Air Quality
- TR3: Access, Traffic and Highway related matters
- RL1: Network and Hierarchy of Centres
- CR2: Design in Central Reading
- CR7: Primary Frontages in Central Reading

Appraisal

The main issues considered in this proposal are as follows:

- a) Land use principles
- b) Character and Appearance
- c) Amenity, Security, Public Safety and Accessibility
- d) Air Quality
- e) Transport

a) Land use principles

The alterations to the shopfront and associated works are considered to assist in maintaining and enhancing the vitality and viability of the Central Reading area, complying with Policy RL1.

b) Character and Appearance

In accordance with Reading Borough Local Plan policy EN1: Protection and Enhancement of the Historic Environment, proposals affecting Listed Buildings are acceptable where it will not:

- Have an adverse impact on those elements which contribute to their special architectural or historic interest including, where appropriate, their setting.
 - The proposed works to the grade II listed building are to take place at ground floor level. Specifically, the works are to redesign the existing shopfront, that was recently converted from sui generis use to a flexible A1, A2, A3 and A5 use (application 200453). As a result, the works proposed do not include the alteration of existing first floor and second floor levels, however, regard to the impact on the listed building as a whole will be considered as a result of the alterations to the ground floor front elevation.
 - The listed building description for 68 Broad Street describes the ground floor as a modern shop, the installation of a replacement shop front to ground floor level is considered appropriate. The proposed shopfront is considered sympathetic to the setting of the grade II listed building.
 - The proposed awning has also been revised to a traditional retractable canvas 'Victorian shop' awning. This is considered to contribute positively to the setting of the shopfront within the listed building.
 - The proposal is now considered to have addressed the issues raised regarding the original plans submitted. The colour scheme of the overall shopfront has been reviewed to be more recessive and sympathetic to the setting of the listed building.

In accordance with Reading Borough Local Plan policy OU5: Shopfronts and Cash Machines, proposals are acceptable where:

- 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; **Complies**
- 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; **Complies**
- 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; **Not applicable for this application**
- Fascia boards should be lower than any first floor windows, and reflect the predominant height of historic fascia boards on surrounding buildings; **Complies**
- Canopies and blinds over windows and entrances should be for the shading of the shop and should be retractable; **Complies**
- 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. **Complies**. To ensure the scheme complies with this, a condition will be included to ensure the shopfront maintains an active window display, to assist the viability and vitality of the primary frontage.

In accordance with Reading Borough Local Plan policy CR7: Primary Frontages in Central Reading:

- Frontages should be of a high visual quality. Any frontages that have the potential to hinder movement or cause unnecessary safety risk will not be permitted.
 - The proposed frontage is not considered to hinder movement or represent an unnecessary safety risk. The proposed frontage, having been revised, is considered of high quality based on the material specified and the arrangement of the proposed shopfront in relating to the listed building setting.

The proposals are also considered to comply with the more general design policies CC7 and CR2.

c) Security, Public Safety and Accessibility

This proposal has also been assessed against Reading Borough Local Plan policy CC8: Safeguarding Amenity, which states that proposals are acceptable where they will not cause a detrimental impact on the living environment of existing residential properties with regard to:

- Privacy and overlooking
- Access to sunlight and daylight
- Harm to outlook
- Crime and safety

The proposal is not considered to detrimentally impact the amenity to the surrounding area and is considered compliant with policy CC8: Safeguarding Amenity of the Reading Borough Local Plan (Adopted November 2019).

d) 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.

e) Transport

As per the transport observations referenced above, the transport officer raises no concerns with the proposals.

Conclusion

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

Recommendation

GRANT

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

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

- Location Plan

These plans were received on 6th April 2020

- Heritage, Design and Access Statement

These plans were received on 16th April 2020

- Shop Front - As Existing - As Proposed - 868-001-REV D

- Shop Front - As Proposed 868-002-REV D

These plans were received on 16th June 2020

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.

Notwithstanding the provisions of Class 12 of Schedule 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended), the shopfront shall retain 'active window displays' along the length of the frontages, 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 streetscene and improving active surveillance, in line with Policies CC7, OU5, CR2 and CR7 of the Reading Borough Local Plan 2019.

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 extended timescale for the decision to be issued.

Please note that this permission solely relates to the shopfront and awning; a separate application has been submitted in relation to the fascia sign and projecting sign (ref 200531) and listed building consent for all elements (ref 200570) and these elements are not assessed as part of this application.

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.