

DELEGATED LISTED BUILDING CONSENT APPLICATION REPORT

Ward: Abbey

App Ref: 200570

Address: 68 Broad Street, Reading, RG1 2AF

Proposals: External alterations including replacement shopfront, projecting awning, fascia sign and projecting sign (amended description)

Case Officer: Mr David Brett

Applicant: Mr Barbur Butt

Date received (valid from): 16/04/2020

Target Decision date: 19/06/2020

1. INTRODUCTION

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. 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.

2. PROPOSAL AND SUPPORTING INFORMATION

This proposal is for external alterations including replacement shopfront, projecting awning, fascia sign and projecting sign.

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.

Plans considered:

- Location Plan
- 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

3. 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

200530 - Replacement shopfront and projecting awning (amended description) - Application under consideration.

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

4. CONSULTATIONS

4.1 The following addresses were consulted by letter.

- 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.
- 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.*
 - *However, the addition of the 3D fixed logo with LED lighting halo would be detrimental to the character of the Listed Building and should be amended in favour of a more traditional downlighter. In addition the proposed overly dominant colour*

scheme which would extend across the whole shop front in 128 Pantone yellow and 6C pantone black would be overly dominant and detract from the character of the Listed Building. The proposals should be amended to a more recessive or less extensive colour scheme.

- Further response received on 03/06/2020 having reviewed revised plans and proposals provided by agent.
 - o *In view of the amendment to the lighting, I think the acrylic lettering is acceptable although the project aluminium letters would have been preferable.*
- 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.*

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

5. 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.

6. 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'.

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.

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 (Adopted November 2019)

EN1 Protection and Enhancement of the Historic Environment
OU5: Shopfronts and Cash Machines

7. APPRAISAL

7.1 Protection and Enhancement of the Historic Environment

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 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 fascia is white and is not considered a drastic shift from the existing colour scheme of the shopfront overbearing to the listed building. The proposed plans have also been revised to include to remove the proposed 3D fixed logo with halo lighting, and replaced with 50mm projected lettering, that will be illuminated by an LED downlighter.
 - 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. While the material used for the lettering within the 'Mr Simms' sign has been changed from aluminium to painted timber, this change is considered not to detrimentally impact the overall visual appearance of the listed building to the point of refusal.

In this instance, it is considered that the works as proposed would not lead to any harmful loss of significance to the Listed Building. The works are considered to result in the preservation, restoration and enhancement of the heritage asset for the public benefit. In addition, as outlined above, the Council's Historic Buildings Consultant is content with the proposals.

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

8. CONCLUSION

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

9. RECOMMENDATION

GRANT

10. 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:

- Location Plan
- 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 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.

11. 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 prescribed target timescale for the decision to be issued.

This consent should be read in conjunction with planning application 200530 and advertisement consent application 200531.

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.