

Delegated Application Report

Address: 1-2 Market Place, Reading, RG1 2EQ
Application No: 191666/LBC
Proposal: Advertising consent for 2 x Flag banners.
Target Date: 20/12/19
Case Officer: James Schofield

1. SITE DESCRIPTION AND SURROUNDING AREA:

The site to which this application relates is 1-2 Market Place, a former bank converted into a hotel with street-food stalls, bar and rooftop terrace. The site faces Market Place square. The road named 'Market Place' slopes down toward the river Kennet changing name first to High Street and then London Road; an important road within the town centre. A bus stop is to the front of the proposed site. The building is Grade II listed.

The listing for the building is as follows:

MARKET PLACE 1. 5128 (East Side) Nos 1 and 2 SU 7173 SE 3/531 II GV 2. Probably 1870s. Rubbed brick classical. 5 bays. Dividing Doric pilasters with reed-fluted pilasters over ground floor. 3 storeys with pedimented feature to attic in 2nd bay from left. Moulded and carved modillion cornice, interrupted by shaped pediment over 2nd floor windows of feature bay. Slate roof. Plate glass sash windows, 3 tripartite, feature bay has paired windows. Moulded architraves and enriched entablature on 1st floor. Cast iron parapet rails with semi-circular capped dies. Lunette to feature bay with reed-fluted bracket pilasters. Stone faced ground floor with rustic piers between bays. Large entrance to left in pink and grey polished granite, Segmental pediment, carved tympanum, bracket-pilasters with reed fluted tops. Arched fanlight over modern door. Arched through passage to right with wrought iron guille to upper part carrying "Lloyds Bank Chambers" in gilt letters. Interior has 4 bay classical (circa 1930s) banking hall with 3 Rain beams on central row of piers.
Listing NGR: SU7173573439

2. PROPOSALS:

The proposal consists of installing two brackets into the decorative fluting on the brickwork at the base of pilasters to support poles from which non-illuminated banners would hang. The banners would inform the public of the services offered, name and branding of the current commercial occupant.

3. PLANS SUBMITTED:

The agent supplied the following plans, photographs and information:

Design & Access Statement
Drawing No. W0008278 Signage
Drawing No. W0008278 Side Elevation
Drawing No. W0008278 OS Plan
Drawing No. W0008278 Location Plan
Received 16th October 2019

4. RELEVANT PLANNING HISTORY:

None relevant to this application.

5. CONSULTATION RESPONSES:

EXTERNAL

A site notice was displayed November 12th 2019 receiving no comment.

INTERNAL

Heritage

Our Heritage Consultant provided the following comments:

As discussed, the proposed flag poles would directly impact the fine decorative brickwork on the pilasters and more specifically the decorative fluting at the base of the pilasters (see photo) below. Once these have been drilled to receive the flagpole there will be no means of invisibly repairing them once the flag poles are eventually removed. Therefore, I would recommend refusal for this application unless a less means of adding the flagpoles can be found which will not cause long-term damage to fabric of the Listed Building.



Transport

Our Transport officer provided the following comments:

There are no transport objections to this application. The proposed flag banners are not illuminated and are in excess of 2.4m above the footway.

There are no objections to this application.

130 Canopies and structures overhanging the highway

Before the canopy/structure is erected a licence must be obtained, under Section 177/178 of the Highways Act 1980, for any part of it that overhangs the highway. A licence can be obtained from the Council's Highways section at 19 Bennet Road, Reading, RG2 0QX, telephone 0118 937 2138.

It is noted that external lighting at the base of the pilasters would serve to illuminate both the pilasters and banners if installed.

6. 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.

7. RELEVANT PLANNING POLICY, GUIDANCE AND LEGAL 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. The Development Plan for Reading relevant to the application site comprises the *Reading Borough Local Plan (2019)*.

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 ‘*National Planning Policy framework*’ (‘NPPF’) 2019 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 Development Framework (LDF) (Reading Borough Local Plan 2019) 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). Accordingly, the ‘NPPF’ and the following development plan policies and supplementary planning guidance are relevant:

Reading Borough Local Plan (2019)

- CC7 Design and the Public Realm
- EN1 Protection and Enhancement of the Historic Environment
- EN3 Enhancement of Conservation Areas
- TR3 Access, Traffic and Highway-Related Matters

8. APPRAISAL

The NPPF details that when considering the impact of a proposed development on the significance of a designated heritage asset great weight should be given to the assets conservation. The more important the asset the greater the weight should be and any harm or loss should require clear and convincing justification.

Policy EN1 states that the character and integrity of listed buildings will be preserved, and the Council will seek to enhance the settings of listed buildings wherever appropriate, by ensuring that new development in their vicinity is sympathetic.

Drilling holes into the delicate decorative fluted brickwork at the base of the pilasters in order to accommodate the proposed development would result in damage to the Listed Building which could not be invisibly repaired if removed at a later date. Consequently the proposed works are deemed to result in harm to the special interest of the Listed Building by doing long-term damage to the fabric of the Listed Building. As such the proposed works are not considered acceptable and are deemed to fail to accord with Policies CC7, EN1 and EN3 of the local plan and section 16 of the NPPF 2019.

10. CONCLUSION

REFUSE

APPENDIX

Site photo from 12th of November 2019.



