

Our Ref: 17361/MS/dm
Your Ref: n/a
Email: mshearman@firstplan.co.uk
Date: 20 March 2018

Civic Offices,
Bridge Street,
Reading,
RG1 2LU

Dear Sir/ Madam

**ADVERTISEMENTS AND LISTED BUILDING CONSENT FOR THE DISPLAY OF ADVERTISEMENTS
11 CASTLE STREET, READING, RG1 7SB**

We are instructed by our client, Brewdog Bars Ltd, to submit the enclosed advert and listed building consent for the display of new signage at the above bar premises, set to be occupied by the applicant.

The application is supported by the following documents:

- Completed application forms;
- Heritage Impact Assessment (included within this letter);
- Drawing No. 2597-200-02- Existing and Proposed Elevations.

The requisite fee of £132 has been paid via the planning portal (ref: PP-06832794). No fee is due in respect of the listed building consent application.

Site Description

The application site is situated on the southern side of Castle Street within the Central Core of Reading Town Centre. The area is commercial in character and incorporates a wide array of shops, bars and restaurants.

The site itself, No.11 Castle Street, is a former congregational chapel comprising two storeys. The building is Grade II Listed and falls within the St Mary's Butts/ Castle Street Conservation Area. The main entrance to the premises is via double doors at the centre of the building's front elevation, with a large fascia directly above the main entrance

Planning History

The site has been occupied as a Class A4 drinking establishment for almost 20 years, since permission was granted for this use in 1998 (ref: 980685). There have been a number of occupiers throughout this time, with varying signage to the shopfront.

Application Proposals

The application proposals simply seek consent to allow for the display of advertisements at 11 Castle Street in order to meet the branding requirements of the incoming tenant; Brewdog Bars Ltd. Specifically, the proposals comprise:

- 1no. fascia sign (3250mm X 800mm) comprising individually illuminated lettering;
- 1.no internally illuminated projecting sign (650mm X 710mm);

Planning Policy

The statutory development plan for Reading comprises the Core Strategy (2008), the Reading Central Area Action Plan (2009) and the Sites and Detailed Policies Document (2012).

Core Strategy (2008)

Policy CS7 states that all development must be of high design quality that maintains and enhances the character and appearance of the area. The policy seeks development that is visually attractive as a result of appropriate materials and landscaping. Architectural details and materials will be assessed to ensure the development positively contributes to urban design objectives including quality of the public realm, legibility and ease of movement and permeability.

Policy CS26 states that the vitality and viability of Reading's defined network of centres should be maintained and enhanced.

Policy CS27 seeks to maintain the strong retail character of these centres.

Policy CS33 states that planning permission will only be granted where development has no adverse impact on historic assets and their settings. All proposals will be expected to protect and where appropriate enhance the character and appearance of the area in which they are located.

Sites and Detailed Policies Document (2012)

DM4: Safeguarding Amenity states that development must not cause a significant detrimental impact to the living environment of existing or new residential properties.

DM22: Advertisements Reading Central Area Action Plan (adopted 2009) Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable.

Planning and Heritage Assessment

The site is of importance in terms of its heritage, located within a prominent area of Reading's historic core.

The building is Grade II Listed. The Listing description states that:

Architect J J Cooper. Former Congregational Chapel. Altered into shop premises. 2 storey front. Stucco with moulded cornice and parapet. Central gable to parapet with oculus containing leaf ornament, On the 1st floor: 5 round headed windows in arched recesses with radiating glazing, outer windows flanked by incised pilasters and with hollow

panel below; inner windows have applied shaped aprons. Moulded cornice over ground floor with Doric frieze to centre. Outer bays channelled with round headed shop windows. Modern shop front in centre.

The site is also located within the St Mary's Butts/ Castle Street Conservation Area. The Conservation Area appraisal for St Mary's Butts and Castle Street justifies the designation and outlines the areas significance.

The document references the historical significance of the area as part of Readings Historic Core, as well as the large number of listed buildings which occupy the area, including the Grade II* Listed St Mary's Church in Castle Street. Indeed, a large proportion of these listed buildings are located on Castle Street, and the conservation area is noted for its architectural and historic interest and coherence of scale within the areas various architectural styles.

The signage scheme for which permission is now sought, proposes a simple, yet high quality scheme, which has been specifically tailored to take into account the significance of the Grade II Listed building and its importance within its Conservation Area setting.

The signage proposals take care to comply with the existing form of the shopfront, and propose a scheme which is modest in nature, comprising a single fascia lettering sign and a single illuminated projecting sign, providing simple advertisement premises, which is sympathetic to the character of its setting. Consequently, the building remains uncluttered and the high quality aesthetic of the shopfront is not harmed.

The signs are appropriate in both scale and location, and will use high quality materials to compliment the buildings existing aesthetic, respecting the form and character of the Grade II Listed building. The signs are subtly illuminated to a level which is entirely appropriate to the conservation area setting. No further additional elements have been introduced into the shopfront.

As such, the proposals would not cause harm to the setting or character of the building, or the wider conservation area, and would instead provide an attractive and sensitive design which would allow Brewdog to successfully operate from this prominent building, in a manner which is sensitive and appropriate to the building and its wider conservation area context.

Conclusions

In summary, the applications propose a simple, yet high quality signage scheme, which is required to meet the branding requirements of the incoming tenant, and to refresh and improve the appearance of the shopfront.

The assessment section above has illustrated the acceptability for the works and demonstrates that the proposals comply with the relevant planning policies. As such, the proposals are considered acceptable and should be supported.

I trust you have sufficient information in order to validate the applications and I look forward to receiving confirmation of this. However, should you require anything further or wish to conduct a site visit please do not hesitate to contact me.

Yours faithfully,



MARK SHEARMAN
Director

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