

**DELEGATED APPLICATION REPORT - Application No.s 152080/FUL, 152111/LBC & 152081/ADV**

**Address:** 37 Broad Street Reading

**Proposal:**

- A) 152080/FUL - Proposed change of use from A1 retail to a Sui Generis Beauty Treatment (including laser hair removal)
- B) 152111/LBC - Proposed internal alterations and signage
- C) 152081/ADV - Proposed fascia and projecting signs

**Case officer:** Matthew Burns

**Site Description and Surrounding Area:** Vacant A1 retail unit with associated storage above fronting Broad Street which is part of a Grade II terrace of listed buildings. The site is located within the Reading Central Area, the Primary Shopping Area and is an 'Active Frontage' as defined by Policy RC10.

**Proposal:** The application seeks planning permission (152080) for change of use from A1 retail to Sui Generis Beauty Treatment (including laser hair removal) and advertisement consent (152081) for new internally illuminated fascia and projecting signs (152081). Listed building consent (152111) is also sought for the advertisements and internal alterations associated with the proposed change of use. The existing shop front design is to be retained with no other external changes to the building.

Following discussions with officer's amended plans have been submitted in respect of the proposed advertisements. The illumination of the proposed fascia and projecting sign has been changed from internally illuminated lettering to externally illuminating down lighters. The size of the lettering to the fascia sign has also been reduced from a total width of 3m to 2m and height of 0.8m to 0.45m. The projecting of the lettering has also been reduced significantly from 0.06m to 0.01m whilst it has been confirmed that the fascia sign background would be retained as timber as existing.

The proposed fascia sign and projecting signs would be set upon a Chocolate Brown RAL 8017 background with orange (Pantone 7578C) lettering and corporate roundel.

**Plans Considered:**

- 0737-02-005(b) - Proposed FF Sections - Sections 02
  - 0737-02-002(b) - Setting Out & Flooring FF - Layout 01
  - 0737-02-001(bb) - Building Layout FF- Layout 03
  - 0737-02-000(b) - Block Plan
  - 0737-02-003(b) - RCP & Lighting Layouts - Layout 01
  - 0737-02-003(a) - RCP & Lighting Layouts - Layout 01
  - 0737-02-001(b) - Existing & Proposed FF - Layout 02
  - 0737-02-005(a) - Proposed GF Sections - Sections 01
  - 0737-02-001(a) - Existing & Proposed GF - Layout 01
  - 0737-02-002(a) - Setting Out & Flooring GF - Layout 01
- Received on 24<sup>th</sup> November 2015

0737-02-013(a) - Signage Details - Detail 01 - REV A

0737-02-004(a) - Existing & Proposed Elevation - Elevation 01 - REV A  
Received on 10<sup>th</sup> February 2016

**Relevant Planning History:**

12/00807/FUL - New shop front and alterations to upper floors and windows - Granted.  
12/00827/LBC - New shop front and alterations to upper floors and windows - Granted.  
12/00734/ADV - Non-illuminated fascia and blade signs - Granted.

**Consultation Responses:**

Transport - No objections, subject to a condition restricting the illumination of the proposed signage.

Environmental Protection - No objections,

Notification letters regarding the planning application were sent to properties at 29 and 31 35 Queen Victoria Street, 31, 35, 36, 39, 105, 107 Broad Street. Site notices were also displayed at the site and a press notice published. No representations have been received.

**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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. However the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

In this regard, the NPPF states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy, Sites and Detailed Policies Document and Reading Central Area Action 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).

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 the listed building or its setting or any features of special interest which it possesses.

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires the Local Planning Authority to exercise its powers under these regulations in the interests of amenity and public safety taking into account the provisions

of the development plan, so far as they are material; and any other relevant factors. Regulation 3 states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

**Reading Borough LDF Core Strategy (2008) (altered 2015)**

- CS7 Design and the Public Realm
- CS20 Reading Transport Strategy
- CS26 Hierarchy of Centres
- CS27 Maintaining the Retail Character of Centres
- CS33 Protection and Enhancement of the Historic Environment
- CS34 Pollution

**Reading Sites and Detailed Policies Document (SDPD 2012) (altered 2015)**

- DM4 Amenity
- DM12 Access, Traffic and Highway Related Matters
- DM22 Advertisements

**Reading Central Area Action Plan (RCAAP 2009)**

- RC5 Design in the Centre
- RC6 Definition of the Centre
- RC10 Active Frontages

**Appraisal**

Principle

Policy CS26 seeks to maintain and enhance the vitality and viability of the central locations, which can include widening the range of use available.

Policy CS27 also seeks to maintain a strong retail character to such locations by preventing significant groupings of non-retail uses in one part of the centre.

Policy RC6 also seeks to promote retail development whilst supporting other town centre uses within the wider Central Core area.

Within an existing active frontage Policy RC10 seeks that uses should be within either A1, A2, A3, A4, A5, C1, D1, D2 or related sui generis uses with frontages being of high visual quality.

Whilst there is evidence of other non-retail uses the large majority of other ground floor units within this part of Broad Street are within A1 use. Within an existing active frontage the proposed sui generis beauty treatment use would accord with Policy RC10 and retain an active frontage of sufficient visual quality.

It is not considered that the proposed sui generis beauty salon use to the ground and first floors of the building would undermine the retail function of the area. The proposed change of use would also contribute to the vitality of the centre location by bringing a vacant property back into use. It is also considered that re-occupation of the grade II listed building would be beneficial to the heritage asset and reduce the potential for it to fall into a state of disrepair.

The proposed change of use is therefore considered to be in accordance with Policies CS26 and CS27 of the Reading Core Strategy (2008, altered 2015) and RC6 and RC10 of the RCAAP (2009).

#### Design and Impact on the Historic Character of the Listed Building and Visual Amenity of the Area

The proposal seeks to retain the existing shop front layout. There a range of both illuminated and non-illuminated fascia and projecting signs along this part of Broad Street and it is not considered that those proposed would appear out of keeping with the visual amenities of the street-scene (Policies CS7, RC5 and RC10).

Set within the proportions of the existing shop front and with modest 10mm projection from the timber fascia it is not considered that the proposed fascia sign with discreet externally illuminating down lighter and modest externally illuminated projecting sign and small vinyl sticker window signs would result in any significant harm to the historic character of the grade II listed building (Policy CS33).

Internally the proposals do not involve major changes to original fabric rather creating a number of separate areas and rooms at ground and first floor level by way of internal partitions and addition of fixtures and fittings. Subject to a condition to require new internal partition walls to be constructed around timber studwork, to be fully reversible and to require details of the method of construction as well as all new internal doors to be submitted and approved in writing by, the local planning authority prior to commencement of related work it is considered that the proposal would not result in any significant harm to the historic character of the internal of the listed building (Policy CS33)

#### Amenity

The site is surrounded by a range of town centre uses and the proposed change of use from retail to beauty salon is not considered to result in any adverse harm to the amenity of nearby occupiers. The Environmental Protection officers have raised no objection to the proposed development (Policies DM4 and CS34).

#### Transport

The site is located within Zone 1 of the adopted Parking Standards and Design SPD which is an area at the very heart of Reading Borough, consisting primarily of retail and commercial office developments, with limited residential. This area is well served by rail and bus links and also contains the largest proportion of public car parking spaces. There are no requirements for car parking in this zone as any demand for parking will be met by

the town centre public car parks. It is considered that in this location the proposed change of use to a beauty salon will have no impact in terms of Transport subject to a condition to control the luminance of the proposed advertisements (Policy DM12).

**RECOMMENDATION:**

GRANT planning permission, advertisement consent and listed building consent.

**Conditions**

152080/FUL

1. The development to which this permission relates must be begun not later than the expiration of three years beginning with the date on which the permission was granted.

Reason: to prevent an accumulation of unimplemented planning permissions and in accordance with Section 91 of the Town & Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The permission relates only to the following plans and drawings:

0737-02-005(b) - Proposed FF Sections - Sections 02  
0737-02-002(b) - Setting Out & Flooring FF - Layout 01  
0737-02-001(bb) - Building Layout FF- Layout 03  
0737-02-000(b) - Block Plan  
0737-02-003(b) - RCP & Lighting Layouts - Layout 01  
0737-02-003(a) - RCP & Lighting Layouts - Layout 01  
0737-02-001(b) - Existing & Proposed FF - Layout 02  
0737-02-005(a) - Proposed GF Sections - Sections 01  
0737-02-001(a) - Existing & Proposed GF - Layout 01  
0737-02-002(a) - Setting Out & Flooring GF - Layout 01  
Received on 24<sup>th</sup> November 2015

0737-02-004(a) - Existing & Proposed Elevation - Elevation 01 - REV A  
Received on 10<sup>th</sup> February 2016

Reason: To clarify which plans have been approved.

Informatives

1. The Local Planning Authority has been positive and proactive in dealing with this planning application by advising of matters to make the application potentially supportable prior to its submission, assisting in the validation of the application and applying conditions so as to make the proposal acceptable.
2. Your attention is drawn to the terms and conditions of this planning permission. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any conditions 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.

3. A separate Listed Building Consent also accompanies this planning permission (Ref 152111/LBC).
4. A separate Full application under the Building Regulations may be required for these works.

152111/LBC

1. The works to which this consent relate must be begun not later than the expiration of three years beginning with the date on which the consent is granted.

Reason: to accord with Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The new internal partition walls shall be constructed around timber studwork and shall be fully reversible. Details of the proposed internal partition walls which shall include details of the method of construction as well as all new internal doors are to be submitted to, and approved in writing by, the local planning authority prior to commencement of related work.

Reason: To accord with Reading Borough Council Core Strategy CS33: Protection and Enhancement of the Historic Environment and for the purpose of ensuring that work is appropriate to the special architectural or historic interest of the listed building.

3. All new works, and works of making good to the retained fabric, whether internal or external, unless approved otherwise in writing by the local planning authority, shall be finished to match existing, original or adjacent work (as deemed appropriate by the local planning authority) with regard to the methods used and to materials, colours, textures and profiles.

Reason: To accord with Reading Borough Council Core Strategy CS33: Protection and Enhancement of the Historic Environment and for the purpose of ensuring that work is appropriate to the special architectural or historic interest of the listed building.

4. The development hereby permitted shall be carried out in a proper workmanlike manner appropriate to the age and character of the building and using traditional materials and techniques except where the use of modern materials and techniques have specifically been approved by the local planning authority.

Reason: To accord with Reading Borough Council Core Strategy CS33: Protection and Enhancement of the Historic Environment and for the purpose of ensuring that work is appropriate to the special architectural or historic interest of the listed building.

Informatives

1. The Local Planning Authority has been positive and proactive in dealing with this planning application by advising of matters to make the application potentially supportable prior to its submission, assisting in the validation of the application and applying conditions so as to make the proposal acceptable.

2. The following plans were considered:

Drawing no.

0737-02-005(b) - Proposed FF Sections - Sections 02  
0737-02-002(b) - Setting Out & Flooring FF - Layout 01  
0737-02-001(bb) - Building Layout FF- Layout 03  
0737-02-000(b) - Block Plan  
0737-02-003(b) - RCP & Lighting Layouts - Layout 01  
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0737-02-001(b) - Existing & Proposed FF - Layout 02  
0737-02-005(a) - Proposed GF Sections - Sections 01  
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0737-02-004(a) - Existing & Proposed Elevation - Elevation 01 - REV A  
Received on 10<sup>th</sup> February 2016

152081/ADV

1. This consent relates to the following drawings only:

Drawing no.

0737-02-005(a) - Elevation Proposed GF Sections - Sections 01  
0737-02-000(b) - Block Plan  
Received on 24<sup>th</sup> November 2015

0737-02-013(a) - Signage Details - Detail 01 - REV A  
0737-02-004(a) - Existing & Proposed Elevation - Elevation 01 - REV A  
Received on 10<sup>th</sup> February 2016

Reason: For the avoidance of doubt and to clarify which drawings are approved.

2. The maximum luminance from the fascia sign and projecting sign should not exceed 1000 cd/m<sup>2</sup> .

Reason: In the interests of amenity in accordance with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

3. Standard Conditions:

- i. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

ii. No advertisement shall be sited or displayed so as to:

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

### Informatives

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.
2. The decision to grant consent follows the positive and proactive consideration of the issues raised including issuing the decision within the eight week time period.
3. These works may require separate approval under the Building Regulations. Please contact the Council's Building Control service for further advice on (0118) 937 2449.
5. A separate Listed Building Consent also accompanies this planning permission (Ref 152111/LBC).

