

**TOWN AND COUNTRY PLANNING ACT 1990
LOCAL GOVERNMENT PLANNING AND LAND ACT 1980
THE PLANNING (LISTED BUILDINGS & CONSERVATION AREAS) REGULATIONS 1990
PLANNING (LISTED BUILDINGS & CONSERVATION AREAS) ACT 1990**

APPLICATION FOR LISTED BUILDING CONSENT

To: Rolfe Judd Planning
Old Church Court
Claylands Road
Oval
SW8 1NZ

Application No: 151153
Application type: Listed Building Consent

Applicant: Itsu Limited

READING BOROUGH COUNCIL as local planning authority **REFUSE** Listed Building Consent for the following works:

Proposal: External alterations including installation of a new shop front, front infill extension, two illuminated fascia signs and two illuminated projecting (retrospective)

At: 29-31 Queen Victoria Street Reading RG1 1SY

For the attached reasons

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Date: 3 September 2015



Head of Planning, Development
& Regulatory Services *J.P.M.*

Application At: 29-31 Queen Victoria Street Reading RG1 1SY

Application No: 151153

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REASONS FOR REFUSAL

1. The replacement shop front fails to respect the character of the host building, terrace of similar adjoined shop fronts and the wider street scene in terms of design and materials and fails to retain or restore features which contribute positively to the character of the building and street, contrary to Policy CS7 of the Core Strategy (2008, altered 2015) and Policy RC5 of the Reading Central Area Action Plan (2009). The shop front is also considered to detract from the architectural and historic interest of the grade II listed building and the setting of the adjoined grade II listed buildings by perpetuating the unsympathetic character of the previous shop front design which has now been replaced, contrary to Policy CS33 of the Core Strategy (2008, altered 2015).
2. The proposed fascia signs appear sparse and unframed within the continuous uninterrupted and unsympathetic large scale fascia boarding and are not considered to reflect the rhythm and appearance of the adjoined and surrounding shop front signage, contrary to Policy CS7 of the Core Strategy (2008, altered 2015) and Policy RC5 of the Reading Central Area Action Plan (2009) and are also considered to detract from the architectural and historic interest of the grade II listed building and the setting of the adjoined grade II listed buildings, contrary to Policy CS33 of the Core Strategy (2008, altered 2015).

INFORMATIVES

1. The decision relates to the following drawings and documents:
Drawing ref. 5850 - Site Location Plan
Drawing ref. 1509-P02 - Site Block Plan
Drawing ref. 1509-P-03 - Existing Shop Front
Drawing ref. 1509-P04 - Proposed Shop Front
Drawing ref. 1509-P-06 - Proposed Sign Details Received on 2nd July 2015
2. Officers have worked positively and proactively to provide a decision within the statutory timeframe.
3. Given the works have been implemented, the applicant is advised that the Council's Planning Enforcement team have been advised of this decision.



Date: 3 September 2015

Head of Planning, Development
& Regulatory Services *J.B.M.*

NOTES

APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of the Council to refuse consent for the proposed works or to grant it subject to conditions, then you can appeal to the Secretary of State under section 20 of the Planning (Listed Buildings and Conservation Areas) Act 1990 within 6 months of the decision or such longer period as the Secretary of State may allow.

Appeals must be made using a form which you can get from the Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN, 0303 444 5000, or online at [www.planningportal.gov.uk/planning/appeals/online/make an appeal](http://www.planningportal.gov.uk/planning/appeals/online/make-an-appeal).