

DELEGATED APPLICATION REPORT

Ward:

App Ref: PL/24/0940 Full planning permission

Address: 25 KING STREET, READING, RG1 2HE

Proposal: Proposed works to the shop frontage

Applicant: Mr Adam Jacobs

Received date: 24/07/2024

Extended Target Decision date: 14/02/2025

Case Officer: Nathalie Weekes

1. SITE DESCRIPTION

The application site is mid-terrace Victorian basement and four-storey building located on the south side of King Street, at the junction with Duke Street (to the east) and part of the Jacksons Corner crossroads junction. The building is occupied by Jacobs jewellers at basement, ground and first floor level and is separately accessed (from the neighbouring site) hotel accommodation on the upper two floors). High level signage refers to the building as Douglas Jacobs House. To the west is Kings Walk, beyond which is the heart of the town centre.

The application site is located within Market Place / London Street Conservation Area, with the statement specifying:

Jacksons Corner is a spacious cross-roads where curved late 19th century corner buildings such as 1-9 King's Road (Jacksons) and 2 Duke Street/25 King Street (Jacobs) have been designed to take account of their prominent location.

Although not listed, the building is identified as a building of townscape merit in the conservation area appraisal, as are both neighbouring buildings. The high level projecting clock on the front of the building is also identified within the appraisal as being a feature which enhances the conservation area.

The application site is located within Flood Zone 1 (albeit flood zones 2 and 3 are within 25m of the site) and is subject to the following further site constraints / designations: - Inside the primary shopping area and central core (CR1) - Active frontage (CR7) - Within an area with archaeological potential (EN2) - Within an Air Quality Management Area (EN15) - Within a British waterways consultation area (EN11) (for EIA and major developments only) - Within a smoke control zone.

Site visit date: 11 December 2024

2. PROPOSAL AND SUPPORTING INFORMATION

Unauthorised brick work was added to the shopfront elevation and the signage amended. The proposal is for works to change the unauthorised works to the shop frontage and make improvements to restore traditional materials, to reinstate a design that is more in keeping with the Reading Design Guide for Shopfronts 2022 SPD and to be more in keeping with the building of townscape merit.

Proposed works include:

- All existing ground floor brick cladding is to be removed and replaced with dark brown Dulux heritage 'cherry truffle' painted timber cladding, to be reinstated with gold highlights.
- The colours of the gold strip on the fascia will be toned down to reduce reflectivity and to match the existing 'Jacobs' lettering.
- Tiling at the bottom of the windows to be reinstated.
- No face to be shown on the side elevation that can be seen from Kings Street

Plans considered

~~Planning and heritage statement~~

~~1030-02-00 Location Plan~~

1030-02-01 Block Plan

~~1030-03-00 Floor plan existing~~

~~1030-05-00 Front elevation as existing~~

~~1030-05-10 Rev A Front elevation as proposed~~

As received 24 July 2024

~~1030-05-10 Rev A Front elevation as proposed~~

As received 11 December 2024

17/12/2024 117:15 Email from agent to confirm there will be no face on the side elevation as seen from the Kings Street elevation.

As received 17 December 2024

1030-05-11 Side elevations as proposed

As received 20 December 2024

Relevant planning history

17/2215 First floor rear extension and associated fenestration works Granted

04/1020 New timber shopfront to proposed jewellery shop Granted

3. CONSULTATIONS

A site notice was displayed at the site for the required period of time and an advert was placed in a local newspaper. The following addresses were also consulted by letter:

- 24, 25 King Street, 2 Duke Street

Letters of representation have been received as follows:

11 letters of support were received stating that the shopfront was lovely, functional, practical, attractive, stylish, material improvement that enhances the area.

The following were consulted:

- Conservation Area Advisory Committee - A letter of objection was received by the Conservation Area Advisory Committee in respect of certain aspects of the unauthorised shopfront works, specifically the brick pillars and proposed tinting of the brick columns which detract from the character and appearance of the building as a whole and do not comply with Policy EN1 Protection and Enhancement of the Historic Environment, EN3 Enhancement of Conservation Areas, OU4 Advertising or OU5 Shopfronts. The toning down of the gold edging to the fascia is however supported and the lighting is satisfactory. Cleaning of the pilasters and/or corbels, removal of trailing wires and repair of the clock would improve the shop frontage but are not part of this planning application.
- CCTV No comments were received at the time of writing the report. Case officer – the impact of lighting has been assessed by the case officer.
- RBC Transport – There are no transport objections to the proposed changes
- RBC Conservation officer – Concerns were raised in respect of the original retrospective plans due to the contrasting impact of the brick pillars and the bright colouring of the signage. Following revisions to the proposed plans, the Dulux Heritage ‘cherry truffle’ colour is considered to be an improvement on the existing purple. The property is not listed, although it is a building of townscape merit located within the conservation area, reducing the impact of the gold on the signage is welcomed. There are no objections to the revised proposal.

Communications with the agent

Plans were amended following discussion to overcome the main causes of concern in relation to the retrospective works to the shop frontage that had been undertaken and to reach an acceptable revision to the design of the shopfront.

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.

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

Reading Borough Local Plan 2019

CC7: Design and the Public Realm

CC8: Safeguarding amenity

EN1: Protection and Enhancement of the Historic Environment

OU4: Advertisements

OU5: Shopfronts and Cash Machines

Local Plan Update

The current version of the Local Plan (adopted in November 2019) turned five years old on Tuesday 5th November 2024. The Local Plan was reviewed in March 2023 and around half of the policies in the plan are considered still up to date. However, the rest need to be considered for updating to reflect changing circumstances and national policy. A consultation version of the draft updated version of the Local Plan was published on 6th November 2024.

Although there is a five-year period for carrying out a review of a plan after it is adopted, nothing in the NPPF or elsewhere says that policies automatically become "out of date" when they are five years old. It is a matter of planning judgement rather than legal fact whether a plan or policies within it are out-of-date. This will depend on whether they have been overtaken by things that have happened since the plan was adopted, either on the ground or through changes in national policy, for example.

Officer advice in respect of the Local Plan policies pertinent to this application listed above is that they remain in accordance with national policy and that the objectives of those policies remains very similar in

the draft updated Local Plan. Therefore, they can continue to be afforded weight in the advice given below and are not considered to be 'out of date'.

Appraisal

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

The retrospective works were not considered acceptable within the Conservation Area due to the contrasting colour and use of brick detailing materials on the frontage which had replaced existing wooden panelling and the coverage of original architectural detailing.

The proposal seeks to remove the existing brickwork and replace it with more traditional materials including timber panelling and restoring original features such as tiling. The proposed changes improve the appearance of the shopfront.

The RBC Conservation officer has no objections to the revised plans submitted or for the proposed Dulux heritage cherry truffle paint. The proposed shopfront is more in keeping with the historic character of the Conservation area and improve the visual amenities of the street subject to conditions being adhered to (Policy EN1, CC7).

No internal changes are proposed.

Transport

Transport have no objections to the proposed works.

RECOMMENDATION:

GRANT planning permission

Conditions

1. The development hereby permitted shall begin no later than three years from the date of this planning permission.

REASON: In pursuance of Section 91 of the Town and Country Planning Act 1990 (as amended by Section 51 of the Planning and Compulsory Purchase Act 2004) in order to prevent an accumulation of unimplemented planning permissions.

2. The development hereby permitted shall ONLY be carried out in accordance with the following approved plans:

1030-02-01 Block Plan

As received 24 July 2024

1030 05-10 Rev A Front elevation as proposed

As received 11 December 2024

1030 05-11 Side elevations as proposed

As received 20 December 2024

REASON: For the avoidance of doubt and to ensure that the development is carried out and adhered to in accordance with the application form and associated details hereby approved.

3. The materials to be used in the construction of the external surfaces of this development shall be as specified on the plans and/or application form. All new external 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 finished appearance, except where indicated otherwise on the drawings hereby approved or unless otherwise agreed in writing with the Local Planning Authority.

REASON: In the interests of visual amenity and ensuring the new development responds positively to the local context and character in accordance with Policy CC7 and EN3 of the Reading Borough Local Plan 2019.

Informatives

1 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.

2. i) The attention of the applicant is drawn to Section 59 of the Highways Act 1980, which enables the Highway Authority to recover expenses due to damage caused by extraordinary traffic.

ii) Any works affecting the Highway shall be in accordance with Reading Borough's Council's document "Guidance Notes for Activities on the Public Highway within the Borough of Reading". The applicant should note that compliance with this document is mandatory and licences to work on the Highway will only be issued if the requirements contained within it are met. A copy can be obtained from the Council's website.

3. Complaints are commonly received about noise and dust caused by construction and demolition works, particularly working outside reasonable hours and smoke from bonfires associated with the burning of waste on site. The developer is reminded that construction and demolition associated with the approved development will be subject to environmental health law.

4. During the course of construction, the developer should take care to ensure that no part of this development (foundations, eaves, guttering, etc.) would encroach on, under or across the boundary line with the adjoining property, as the requisite Notice has not been served on the owner of that property. This permission does not confer any right of access onto land that is not under the developer's control. The developer should also be mindful of the obligations and requirements of the Party Wall Act (1996) details of which can be found at:

<https://www.gov.uk/guidance/party-wall-etc-act-1996-guidance> 4. Advertising consent is also required for the revised signage.

REASON: to be in accordance with policy EN1 and CC7.

5. Advertisement consent is required for revised shop signage.