

DELEGATED APPLICATION REPORT

Ward: Abbey Ward

App Ref: PL/25/1039 Full planning permission

Address: 50 BROAD STREET, READING, RG1 2AA

Proposal: Alterations to external elevations

Applicant: UREF II LP

Received date: 22/07/2025

Target Decision date: 16/09/2025

Case Officer: Gary Miles

1. SITE DESCRIPTION

The application site consists of a Class E retail space located on the northern side of Broad Street at its junction with Union Street, in the heart of Reading town centre. The premises are currently used as a retail shop on the ground floor with storage at basement level and the upper levels. The site is not listed, nor is it within a conservation area.

Site visit: 29th June 2025



50 Broad Street corner of Union Street (H. Samuels the Jewellers) late-eighties through to mid-nineties.



Broad Street elevation (today).



Union Street elevation (today).

2. PROPOSAL AND SUPPORTING INFORMATION

The proposal consists of alterations to the external elevations which front Broad Street and Union Street. The frontage to Broad Street will consist of large, glazed windows with modern aluminium frames and fascia above. The external mounted roller shutters will be removed along the frontage to Union Street and replaced with large, glazed windows and doors with aluminium frames and fascia above. Changes fronting Union Street will include replacement doors and new facing brickwork to match the upper floors, new openings and doors giving access to flats and bin storage. The application also details internal alterations to remove and reposition the centrally located staircase, this will increase the usable floor space and make the retail unit more appealing.

The Planning Statement (Monte Calvo Architects) makes reference to signage. However, it should be noted that this application solely relates to the fenestration changes. A separate application for Advertising Consent will need to be obtained from the Local Planning Authority for any signage associated with the address.

Plans & documents considered:

Location Plan

Drawing no: AP011 - Site Block Plan

Drawing no: AP012 - Floor Plans – Existing and Proposed

Drawing no: AP014 – Elevations – Existing and Proposed

Planning Statement Ref: 1354 PS02 (Monte Calvo Architects) dated 18 July 2025

Received by the Local Planning Authority on 22nd July 2025

3. RELEVANT PLANNING HISTORY

PL/25/1186 – Conversion of first and second floors from Retail (Class) E to 6 Flats (Class C3 Dwellinghouses) and alterations at ground floor to form associated entrance and store area – currently under consultation & undecided.

PL/25/0939 - Change of use from Class E (offices) to C3 (dwelling houses) to comprise 6 flats. Prior Notification under Class MA, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015 – Closed.

PL/25/0937 - Alterations to elevations to allow change of use to flats under Class MA permitted development - Closed.

4. CONSULTATIONS

No internal consultees consulted as part of this application.

The planning notice was attached to street furniture directly adjacent to the property on 29th June 2025 and left in place for the duration of the public consultation.

One letters of representation has been received as follows:

- | | | |
|--|----------------------------------|---------|
| <ul style="list-style-type: none">• Member of the Public | 75 BLAKES QUAY
GAS WORKS ROAD | Support |
|--|----------------------------------|---------|

“This looks like a significant improvement to what is there currently. I strongly support the removal of the roller shutters on the east side in Union Street”.

5. 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.

6. 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'. The following local and national planning policy and guidance is relevant to this application:

National Policy and Guidance

National Planning Policy Framework
National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7: DESIGN AND THE PUBLIC REALM
CC8: SAFEGUARDING AMENITY
OU5: SHOPFRONTS AND CASH MACHINES
CR2: DESIGN IN CENTRAL READING
CR3: PUBLIC REALM IN CENTRAL READING
CR7: PRIMARY FRONTAGES IN CENTRAL READING

SPG/SPD

Design Guide to Shopfronts (2022)

7. APPRAISAL

Principle of development

The proposed alterations to the front and side elevations which includes changes to existing fenestration are generally considered acceptable in terms of design, scale and impact on neighbouring properties.

Design and impact on the character of the area

Policy CC7 requires that all development be of a high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located. Policy CC8 states proposals will be acceptable where it will not cause a significant detrimental impact to the living environment of existing or new residential properties.

The elevation fronting onto Union Street has been covered from view by external roller shutters, which have been down in the closed position. These roller shutters were installed many years ago when the retail space was used as a jewellers. The removal of the external roller shutters along Union Street will improve the character of the retail unit, Union Street and the wider streetscene.

The proposal includes large, glazed units, with aluminium framed windows and doors. The elevation fronting Union Street will include facing brickwork to match the existing upper brickwork.

From the documents supplied officers consider the proposed changes to 50 Broad Street will respect the character of the existing retail space, neighbouring retail spaces and the wider streetscene, as such the proposal complies with policy CC7 of the Reading Borough Local Plan 2019.

Amenity

Broad Street and Union Street comprises a mix of buildings. The ground floors are predominantly class E retail space whilst the upper floors are a mix of class E and residential space.

The proposed changes to 50 Broad Street are not considered to conflict with the other existing uses within the vicinity of the application site and it is not considered likely to harm the character of the street.

This proposal has also been assessed against Reading Borough Local Plan policy CC8: Safeguarding Amenity, which states that proposals are acceptable where they will not cause a detrimental impact on the living environment of existing residential properties with regard to:

- Privacy and overlooking
- Access to sunlight and daylight
- Harm to outlook
- Crime and safety

By virtue of the application (fenestration changes) the nature of the application the proposal is not considered to detrimentally impact the amenity to the surrounding area and is considered compliant with policy CC8: Safeguarding Amenity of the Reading Borough Local Plan (Adopted November 2019).

Shopfronts and Cash Machines

Shopfronts, individual features of shopfronts and cash machines will respect the character of the building on which they are located and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location. Features that positively contribute to the character of the building and street will be retained and, where possible, restored. Safety and security will be maintained and enhanced.

Shopfronts should present an active frontage to the street at all times. To ensure the scheme complies with this, a condition will be included to ensure the shopfront maintains an active window display, to assist the viability and vitality of the primary frontage.

In terms of character, design and materials, the proposed changes to the fenestration of the front and side elevations are considered acceptable.

8. CONCLUSION

The proposed development has been assessed as set out above and is considered to be acceptable on that basis, subject to the following conditions.

9. RECOMMENDATION

Recommended Conditions:

TL1
AP1
M3

