



DELEGATED APPLICATION REPORT

Ward: Abbey Ward

App Ref: PL/25/1210 Full planning permission

Address: 3 WEST STREET READING RG1 1TT

Proposal: Installation of black metal security shutters (Retrospective).

Applicant: Ms Ian Williams

Received date: 27/08/2025

Target Decision date: 22/10/2025

Extension of Time agreed with agent: 17th November 2025

Case Officer: Gary Miles

1. SITE DESCRIPTION

The application site is a Class E retail unit trading as Hongkong Jewellers located on the eastern side of West Street in Reading Town Centre. The property is retail on ground floor and residential above. Constructed of pattern brickwork and tiled pitched roof. The property is not listed nor within a conservation area.

The Local Planning Authority (LPA) is aware of a number of shops in West Street and neighbouring streets within Reading town centre that have unauthorised externally mounted roller shutters in place, the LPA is actively working to amend this.

Site visit date: 9th September 2025

2. PROPOSAL AND SUPPORTING INFORMATION

The application is for the installation of black metal security shutters (Retrospective). The shutters will provide a secure, robust means of protecting the business outside of business hours. The shutters are perforated colour-coated metal shutter finished in black. The shutter box will be compact and integrated neatly.

Plans & documents considered:

Drawing no: A.01-Location Plan (Pyramid Planning) dated Aug 25

Drawing no: B.01-Site Plan (Pyramid Planning) dated Aug 25

Drawing no: C.01-Rev A-Existing and Proposed Front West Elevations (Pyramid Planning) dated Aug 25

Drawing no: C.02-Rev A-Existing & Proposed Side North Elevations (Pyramid Planning) dated Aug 25

Design & Access Statement (Pyramid Planning)

Received by the LPA on 27th August 2025



Proposed Front (westerly) Elevation

3. RELEVANT PLANNING HISTORY

None.

4. CONSULTATIONS

External:

A planning notice was attached to a nearby lamp column in front of the property, on September 9th and left in place for the 21-day statutory consultation period.

1 letter of representation has been received.

Summary of comments: harm to character and appearance of West 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 & Public Realm

CC8: Safeguarding Amenity

OU5: Shopfronts and Cash Machines

CR2: Design in Central Reading

SPG/SPD

Design Guide to Shopfronts (2022)

7. APPRAISAL

Character & Appearance

Policy CC7 sets out relevant considerations for design. All development must enhance the character and appearance of Reading in which is located. In particular the character and pattern of neighbouring properties and the street as a whole in terms of scale, height, location, materials and design, and any important existing building line.

The development for the installation of black metal security shutters (Retrospective) consists of an unsympathetic form, and incongruent appearance, the structure will fail to respect the host property in terms of character and appearance.

The materials are unsympathetic and are harmful to the appearance and fabric of the original Victorian shop front.

In terms of design, the development fails to respect the character and appearance of the host building and wider streetscene.

The Councils Design Guide for Shopfronts SPD (2022) states:

“Security 4.39 Shopfront security is expected to be carefully considered at the earliest design stage. Security measures should be limited to the minimum measures necessary and should be integral to the shopfront itself, appropriately reflecting the character of the building. 4.40 Security shutters detract from the character of shopfronts and should be avoided in favour of laminated glass as 10-15mm glass can often achieve the same level of security. If laminated glass is not possible, internal grilles should be used. Solid internal or external shutters are generally inappropriate. All effort should be made to ensure that the shopfront display remains visible both day and night. If necessary, demountable or removable grilles are preferred to external roller grilles. External shutters that prevent access to recessed doorways may be appropriate to prevent access outside of trading hours, but these should provide as much visibility as possible. Applicants should also refer to the Thames Valley Police guidance for keeping businesses safe.”

For the reasons outlined above, the application is not supported in planning terms and is contrary to policy CC7 and CR2 of the Reading Borough Local Plan 2019 and paragraph 135 of the National Planning Policy Framework (updated 2024).

The Local Planning Authority (LPA) is aware of a number of shops in West Street and neighbouring streets within Reading town centre that have unauthorised externally mounted roller shutters in place, the LPA is actively working to amend this.

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.

The development has been assessed as set out above and is considered to be unacceptable due to its

unsympathetic form, and incongruent appearance, harmful to visual amenity, harmful to the character of the host property, wider streetscene and centre of Reading.

Note:

This application does not cover advertising consent, changes to the shopfront or fascia board.

Officers note there is no Advertising Consent permissions on the Council database for the shop signage associated with Hongkong Jewellers. A separate Advertising Consent application is therefore required for the address.

9. RECOMMENDATION

REFUSE

1. The development by reason of its unsympathetic form and materials, incongruent appearance, and inappropriate siting, fails to respect the character and appearance of the host building. It would result in a discordant and detracting feature, disrupting the architectural and historic significance of the Victorian shopfront and high-street within central Reading. As such, the development is contrary to policies CC7 and CR2 of the Reading Borough Local Plan 2019 and the Design Guide for Shopfronts SPD 2022.