

DELEGATED APPLICATION REPORT

Ward: Katesgrove

App Ref: PL/25/1414 Full planning permission

Address: 82-84 Whitley Street, Reading, RG2 0EQ

Proposal: Retractable fabric awning on shop front elevation.

Applicant: Mr Olan

Received date: 02/10/2025

Target Decision date: 27/11/2025

Extension of Time Agreed until 12/12/2025

Case Officer: Gary Miles

1. SITE DESCRIPTION

The application site is an end of terrace retail store with retail space on the ground floor and residential property above at first floor level. Currently known as the 'Exotic Food Market'. The building is constructed with brick and render with an original tiled pitched roof. The property has been in place since the late 1800's. The property is located on Whitley Street at the junction with Essex Street, with the immediate surrounding area being made up of retail and residential property. The property benefits from an area of private frontage which abuts the public highway. Whilst the property is not located within a conservation area, it is adjacent to and fronts on to the Christchurch Conservation Area. The property is not listed.

Site visit date: 7th October 2025



Existing front elevation (with unauthorised signboard)

2. PROPOSAL AND SUPPORTING INFORMATION

The proposed development consists of a retractable fabric canopy on shop front elevation; the canopy will have a maximum projection of 2.5m and measure 7.7m in width. The retractable fabric canopy will be

fabric construction, have a powder coated frame, be electronically controlled and have a LED tube built in for illumination. The fabric canopy will be finished in Colour: R-102 (dark shade of green).

Plans & documents considered:

Drawing no: 100_00-Existing Site Plan, dated July 25
 Drawing no: 100_01-Proposed Site Plan, dated July 25
 Drawing no: 100_02-Existing & Proposed Ground Floor Plan, dated July 25
 Drawing no: 100_03-Existing Front & Side Elevation, dated July 25 (**superseded**)
 Drawing no: 100_04-Proposed Front and Side Elevation, dated July 25 (**superseded**)
 Received by the LPA on 2nd October 2025

Drawing no: 100_03_Rev A-Existing Front and Side Elevation, dated July 25
 Drawing no: 100_04_Rev A-Proposed Front and Side Elevation, dated July 25
 Received by the LPA on 28th December 2025



Proposed Front and Side Elevation and canopy specification

3. RELEVANT PLANNING HISTORY

PL/25/1134 - Pre application advice for proposed canopy and side panels on existing shop front.
 (amended) – Advice given September 2025

PL/25/0103 – Pre application advice for shopfront extension – Advice given February 2025

PL/22/0099 - Display of illuminated and non-illuminated fascia and hoarding signs to front and side of building, in association with single storey front extension of shop (retrospective) – Refused April 2022

PL/22/0098 - Single storey front extension to shop (retrospective) – Refused April 2022

4. CONSULTATIONS

No internal consultees consulted as part of this application as colleagues were consulted as part of the previous applications for 'pre application advice'.

The planning notice was attached to street furniture directly outside the property on 7th October 2025 and left in place for the duration of the public consultation.

No letters of representation have been received.

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
EN3: Enhancement of Conservation Areas
EN16: Pollution and Water Resources

SPG/SPD

Design Guide to Shopfronts (2022)

7. APPRAISAL

The main issues to be considered are:

- a) Character & Appearance
- b) Impact on neighbouring amenity
- c) Environmental matters
- d) Enhancement of conservation areas

a) Character and Appearance

The proposed retractable fabric canopy is sympathetic to the host building in terms of style and character. The retractable canopy is a nod to the Victorian style awnings which appeared on grocery and retail stores up and down the country. The retractable canopy by virtue of its construction material and retractable qualities is considered acceptable to the buildings form and protects the buildings fabric and character.

The proposed retractable awning is considered acceptable in terms of policy CC7 of the Reading Borough Local Plan 2019.

b) Safeguarding Amenity

Policy CC8 states development will not cause a detrimental impact on the living environment of existing residential properties in terms of: Privacy, Visual Dominance and overbearing effects of development, Noise and disturbance, Artificial, lighting and Odour.

By virtue of proposed style, material and size the proposed retractable fabric canopy is not considered harmful to visual and residential amenity. The retractable fabric canopy is not considered visually intrusive to the host property, the neighbours or the surrounding area. It is considered this type of canopy does not add to an unnecessary proliferation of clutter. An LED is built into the fabric retractable canopy, the luminance of the LED will be controlled via a condition as part of the decision notice.

The proposal is considered acceptable in terms of policy CC8 of the Reading Borough Local Plan 2019.

c) Environmental Protection Matters

Policy EN16 states development will only be permitted where it would not be damaging to the environment and sensitive receptors through land, noise or light pollution; where it would result in no deterioration in or ideally enhance the infrastructure.

The retractable fabric canopy will be retracted at nighttime and opened in the daytime. Vegetables and groceries will be displayed outside in the daytime when the canopy is open and moved and stored inside the shop when the shop is closed. It is not considered this arrangement of canopy and grocery display will cause harm in terms of vermin by virtue of the set up and take down style canopy arrangement.

The proposed fabric retractable canopy incorporates LED illumination, the hours of operation for external lighting and the luminance levels will be controlled via a condition to control harm to residential and visual amenity.

The proposal is considered acceptable in terms of policy EN16 of the Reading Borough Local Plan 2019.

d) Conservation matters

Policy EN3 states that special interest, character and architecture of Conservation Areas will be conserved and enhanced. Development proposals within Conservation Areas must make a positive contribution to local character and distinctiveness. Positive consideration will be given to proposals which take opportunities to enhance the character of conservation areas.

The application site is located in close proximity to the Christchurch Conservation Area. By virtue of the style of the retractable fabric canopy it is considered suitable for a building of its age, the proposal is similar in design to shopfront canopies from the Victorian era and fundamentally relates a canopy of



similar design that would have been in place since the property originally opened as a shop. It is considered the proposed retractable fabric canopy will enhance the nearby conservation area and therefore it is considered acceptable in terms of policy EN3 of the Reading Borough Local Plan 2019.

8. CONCLUSION

The proposal has been assessed, and the works are considered to be in line with the above policies and therefore planning permission can be granted subject to conditions.

The applicant has been made aware that there is currently no Advertising Consent for the existing shopfront signage. The agent confirms that a separate application for Advertising Consent will be submitted, once the permission for the retractable fabric canopy has been secured.

9. RECOMMENDATION

GRANT

TL1 - Time

AP1 – Approved Plans

M3 – Materials As Specified

N21 – Hours of Operation (External Lighting)

AA1 – Luminance Levels