

COMMITTEE REPORT

BY THE EXECUTIVE DIRECTOR OF ECONOMIC GROWTH AND NEIGHBOURHOOD SERVICES
READING BOROUGH COUNCIL
PLANNING APPLICATIONS COMMITTEE: 29TH MAY 2019

Ward: Abbey

Application No.: 190327/ADV and 190567/LBC

Address: Town Hall, Blagrove Street, Reading

Proposal: Installation of 1 x non-illuminated hanging sign, 1 x non-illuminated wall mounted sign, 1 x non-illuminated over-head doorway sign and 8 x window vinyls (same description for ADV and LBC)

Applicant: Reading Borough Council

Date received: 25th February 2019

Application target decision date: 3rd June 2019 (for both applications)

RECOMMENDATION (both applications):

GRANT advertisement consent and Listed Building Consent, subject to no substantive objections being received from Historic England.

Advertisement Consent application 190327/ADV:

Conditions:

1. Approved plans
2. Signs to be affixed to mortar only
3. The Standard Conditions

Informatives

1. Terms and conditions
2. Separate LBC required
3. A highways licence will be required for the proposed external seating area
4. Positive and proactive

Listed Building Consent application 190567/LBC:

Conditions:

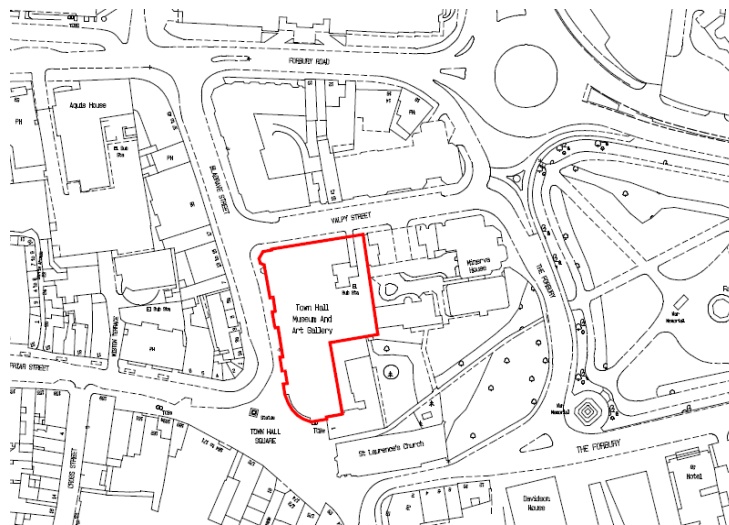
1. Three year LBC consent
2. Approved plans
3. Signs to be affixed to mortar only
4. All works as set out in the submitted signage guide

Informatives

1. Terms and conditions
2. Separate advertisement consent required
3. A highways licence will be required for the proposed external seating area
4. Positive and proactive

1. INTRODUCTION

- 1.1 The Town Hall is a Listed building located on the east side of Blagrove Street within Reading Town centre. The clock tower part of the building, designed by Alfred Waterhouse, is Grade II* listed whilst the other parts of the building are Grade II listed. The site is located within the Market Place/London Street Conservation Area and fronts Blagrove Street and Town Hall Square. The building is in the French Gothic Style with red and grey brickwork facade with terracotta ornamentation. This has been carried forward in the additions that followed.



2. PROPOSAL

- 2.1 The proposal is for signage to advertise the new 'The Pantry' café in the Town Hall, which would occupy the space which was formerly the 3B's café/bar at semi-basement level.
- 2.2 Advertisement consent and listed building consent are sought for external signage to publicise the refurbished café & restaurant, The Pantry. In the front door lobby would be a sign for the café.

- 2.3 Advertisement Consent and Listed Building Consent are sought for the installation of external and internal signage for the Pantry Café & Kitchen. More specifically the proposal comprises of:

i) **Sign 1 - 1 x non-illuminated hanging (projecting) sign:** The sign would measure 55cm x 55cm and would be hung beneath the 'Reading Museum' banner which is located at first floor level next to the main entrance of the Town Hall. The banners/ hanging signs already in place were permitted under application 060052. The sign would be a double sided aluminium board and coated RAL 5003 (Pantone blue). White and orange vinyl would be applied for the lettering which would read 'The Pantry Café and Kitchen'.

ii) **Sign 2 - 1 x non-illuminated wall mounted sign:** The sign would measure 1.25m x 1.6m and would be positioned 2.5m from ground level on the flank element of the building protruding in to Town Hall Square; near the entrance door to the building which is accessible from Town Hall Square. The wall mounted sign/ plaque would be made from weather proofed timber and would be the same colour scheme as the sign above.

iii) **Sign 3 - 1 x non-illuminated over-head doorway sign (located in lobby area):** This sign be located above a ground floor internal door within the Clock Tower which directly leads in to the café. The door is located immediately to the right if entering the Town Hall via the Clock Tower entrance. The sign would measure 1.2m x 1.5m. The colour scheme and vinyl lettering would also be the same as the above two signs. The sign would be bonded to the existing glass above the door.

iv) **Signage 4 - 8 x window vinyls (located internally, projecting externally):** These would measure 43cm x 13.6cm and would be positioned across four semi-basement floor windows (2 vinyls per window). The windows are located on the curve of the building which faces on to the Town Hall Square. The vinyls would have gold lettering and would read 'The Pantry Café and Kitchen'.

- 2.4 A map illustrating the proposed locations of the signage can be found at Appendix A.

3. RELEVANT PLANNING HISTORY

170987 - Internal alterations including, refurbishment of cafe and bar areas, replacement of bar area steps with new steps and wheelchair platform lift, replacement partition walls, refurbishment of toilets, replacement lighting and additional doors - Application Permitted

171223 - Erection of a galvanised walkway to assist with access for maintenance of ventilating plant to the roof of the Huntley & Palmers Gallery of the museum - Application Permitted

060052 - Exterior signage - 2no. Non-illuminated banners and vinyl lettering to doors - Application Permitted

061330 - Exterior signage - 2no. Non-illuminated banners and vinyl lettering to doors - Application Permitted

4. CONSULTATIONS

4.1 RBC Heritage Consultant

4.2 No objections, subject to condition.

4.3 Conservation Area Advisory Committee

4.4 No response received.

4.5 Historic England

4.6 The deadline for comments from Historic England falls after this Committee (30th May 2019) so officers are seeking delegated authority to grant Advertisement Consent and Listed Building Consent following the end of the consultation period subject to no substantive objections being received.

4.7 Thames Valley Police CCTV:

4.8 Thames Valley Police CCTV reviewed the applications and raised no objections.

4.9 Public Consultation

4.10 A site notice was displayed on Blgrave Street. The proposal was also advertised in the local newspaper.

4.11 No comments have been received.

5. LEGAL AND PLANNING POLICY CONTEXT

5.1 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.

5.2 In accordance with Part 13 of the Planning (Listed Buildings and Conservation Areas) Regulations 1990 (as amended) where a local planning authority requires listed building consent for the demolition, alterations or extension of a listed building in their area or conservation area consent for the demolition of a building within a conservation area in their area, the authority shall make application to the Secretary of State for that consent.

5.3 This application has been assessed against the following policies:

National

National Planning Policy Framework
National Planning Practice Guidance

Reading Borough Local Development Framework Core Strategy (2008, 2015)

CS7 - Design and the Public Realm
CS33 - Protection and Enhancement of the Historic Environment

Reading Borough Local Development Framework Sites and Detailed Policies Document (2012)

DM22 - Advertisements
DM23 - Shop Fronts and Cash Machines

Reading Central Area Action Plan (2009)

RC5 - Design in the Centre
RC10 - Active Frontages

6. APPRAISAL

190567/LBC

6.1 Effect on the Historic Character of the Listed Building and the setting of Heritage Assets

6.1(a) It is considered that the proposed adverts individually and cumulatively are of modest scale that will not result in substantial harm to the listed building. Each of the proposed advertisements will now be assessed in term in relation to their impact to the heritage asset.

Sign 1

6.1(b) The location of the proposed hanging sign is to be hung under the existing banner signs located on either side of the main entrance door which have

been granted consent and assessed to not be visually harmful to the Listed Building. It is also not considered that this small addition would result in any visual harm to the Listed Building.

Sign 2

6.1(c) Of the proposed advertisements, the wall mounted sign is the largest in scale, and will be located 2.5m from ground level, however in relation to the building itself, is not considered excessive. It is considered that the sign has been sensitively designed using weatherproofed timber and its shape is reflective of the building's door arches and window headers. The colour of the sign wall mounted sign (and hanging sign) would be RAL 5003 (Pantone blue), and although this contrasts the grey and red brick work, this colour scheme is considered acceptable. Furthermore the fixings for wall mounted sign will be laid into the mortar joints and avoid going into the original brickwork, in order to minimise any damage caused to the historic or structural integrity of the building. The requirement to drill in to the mortar as opposed to the brick would also be secured by condition.

Sign 3

6.1(d) The proposed over-head doorway sign would be bonded to the existing glass which is placed over the internal door which will provide access to The Pantry. The door is located within the Clock Tower and therefore will not be visible from the street. The bonding to the glass is not considered to cause harm to historic features of this Grade II* element of the building.

Signage 4

6.1(e) The proposed 8 gold vinyls which would read 'The Pantry Café & Kitchen' would be applied internally to the upper panes of 8 ground level windows which face on to Town Hall Square. These are to replace existing temporary vinyls. Due to their small size (43cm x 13.6cm) it is not considered that these would detract from the appearance of the listed building. The gold lettering is also considered in keeping with the gold lettering above the main entrance door to the building which reads 'The Town Hall'. These vinyls would not affect the fabric of the Listed Building.

6.1(f) As such, officers are satisfied that the proposed advertisements, due to their relatively small scale, will not cause substantial harm to the appearance or setting of the Listed Building.

190327/ADV

6.2 The main issues are considered to be:

- i) Amenity
- ii) Public Safety

6.3 Amenity

The NPPG provides clarification as to the exact context amenity should be considered (in short, it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest). Furthermore, at the local level, policies CS7, DM22 and RC5 require that development be compatible with the character and appearance of the surrounding environment in order to maintain the visual amenities of the area. No illumination is proposed. As discussed in section 6, the proposal is not considered to detract from the appearance of the listed building. External advertising is present in the immediate vicinity of the listed building and the proposal is considered acceptable in relation to the surrounding context.

6.4 Public Safety

Officers do not consider the proposed signage to be of detrimental effect to public safety. All proposed signage is non-illuminated and therefore will not conflict with CCTV cameras. The signage is also not considered to cause an obstruction to CCTV cameras, as confirmed as confirmed by Thames Valley Police CCTV.

6.6 Equality

In determining this application the Council is required to have regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, sex, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sexual orientation. It is considered that there is no indication or evidence (including from consultation on the current application) that the protected groups would have different needs, experiences, issues and priorities in relation to this particular planning application.

7. CONCLUSION

The proposal is to support the economic use of the Town Hall following the internal refurbishments that were permitted in 2017. Furthermore, the proposal is considered to comply with the Council's adopted policies relating to advertisements and listed buildings. As such it is recommended that both advertisement consent and listed building consent are granted, subject to no substantive objections from Historic England.

Case Officer: Connie Davis

Documents considered for 190327/ADV

CSS/16/001/TH/01 - Location Plan

CSS/16/001/TH/04 - Proposed Floor Plan - Ground

Received 25th February 2019.

Designsm - The Pantry Café & Kitchen Reading Town Hall - Signage Guide
May 2019 - v9

Received 14th May 2019

Documents considered for 190567/LBC

CSS/16/001/TH/01 - Location Plan

CSS/16/001/TH/04 - Proposed Floor Plan - Ground

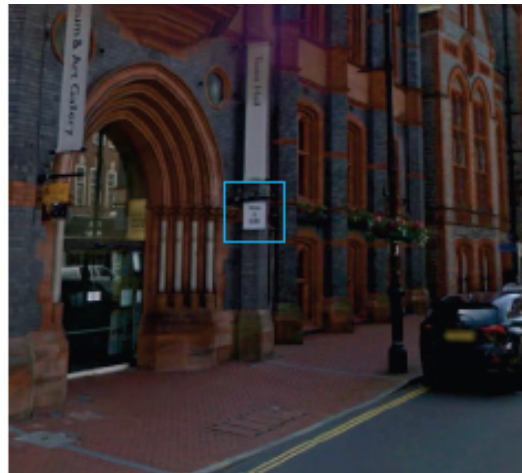
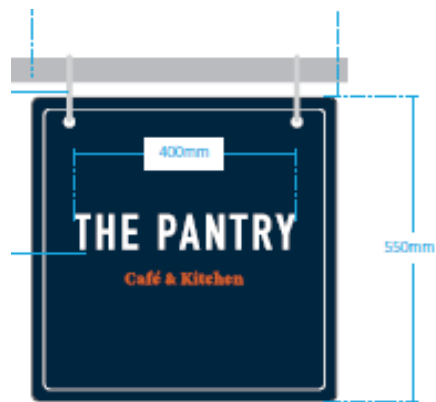
Listed Building Statement and Conservation Area Appraisal

Received 4th April 2019

Designsm - The Pantry Café & Kitchen Reading Town Hall - Signage Guide
May 2019 - v9

Received 14th May 2019

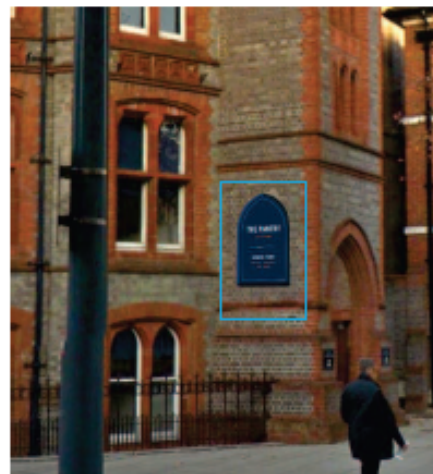
Sign 1 - Proposed hanging sign and location



Sign 2 - Proposed wall mounted sign and location



VISUAL MOCKUP



Sign 3 - Proposed over-head doorway sign



Signage 4 - Proposed window vinyl

