

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	242045
Site Address:	11-13 Broad Street, Wokingham, RG40 1AU
Expiry Date:	9 October 2024
Advert Publication Date:	14 August 2024
Site Notice Date:	2 September 2024
Site Visit Date:	2 September 2024
Proposal: Application for Listed Building consent for the proposed addition of a new service hatch, painting of the shopfront and replacement tiling to the stallriser, internal alterations, plus the installation of signage consisting of 1 no. externally illuminated projecting sign and 1 no. internally illuminated collection sign.	

PLANNING CONSTRAINTS/STATUS

- Listed building
- Wokingham Town Centre Conservation Area

PLANNING POLICY

National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
MDD Local Plan (MDD)	TB24 – Designated Heritage Assets (where site is within a Conservation Area)

PLANNING HISTORY

Application No.	Description	Decision & Date
972000	Proposed Erection Of Non-illuminated Fascia Signs.	Refused 13/05/1997
971935	Proposed Internal Refitting Of Shop And Redecoration Of Shop Front.	Approve 21/11/1997
981578	Proposed Change Of Use Of Shop (A1) To Restaurant (A3) And Internal Alterations.	Approve 03/02/1999
002500	Proposed installation of shopfront awning.	Approve 11/12/2000
001368	Proposed installation of shopfront awning. (Listed Building Consent)	Approve 11/12/2000
071392	Proposed change of use of premises from florist (A1) to restaurant (A3), rear extensions and changes to frontage.	Refused 22/11/2007

071405	Proposed change of use of Flower shop (A1 Retail) to Restaurant (A3) use.	Approve 11/02/2008
070775	Listed building Application for the Proposed change of use from A1 (Retail) to A3 (Restaurant)	Approve 11/02/2008
130256	Application for advertisement consent for the proposed erection of 1no internally illuminated fascia sign, 1no externally illuminated projecting sign, 2no internally illuminated menus and 2no non-illuminated awnings.	Approve 07/01/2014
132185	Application for advertisement consent for the proposed erection of 1no internally illuminated fascia sign, 1no externally illuminated projecting sign, 2no internally illuminated menus, 2no non-illuminated awnings, plus painting of shopfront and window frames in cream. (Listed Building Consent)	Approve 07/01/2014
161105	Listed building consent for painting of the shop front in RAL 5008 plus installation of signage comprising of 1 set of externally illuminated fascia text, 1 set of sign written text, 1 externally illuminated projection sign and 2 internally illuminated menus.	Approve 14/06/2016
161097	Application for advertisement consent for 1 set of externally illuminated fascia text, 1 set of sign written text, 1 externally illuminated projection sign and 2 internally illuminated menus.	Approve 14/06/2016
241467	Application for advertisement consent for 1no. set of internally illuminated fascia text, 1no. externally illuminated projection sign 1no. illuminated collection sign.	Approve 01/08/2024
242044	Full application for the proposed installation of a new service hatch and external alterations to the shopfront.	Awaiting determination

CONSULTATION RESPONSES

WBC Conservation	No objection (28/08/2024).
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REPRESENTATIONS

The Wokingham Society – Letter of concern regarding illuminated signage and dark colour of shopfronts (29/08/2024).
Wokingham Town Council – Letter of concerns regarding the illuminated Collection sign (05/09/2024).

APPRAISAL

Site Description:

The application site consists of a two-storey restaurant located on Broad Street in the Wokingham Town Centre Conservation Area. The building adjoins the Grade II Listed No.9 Broad Street and fronts Grade II Listed Nos.12A-14 Broad Street. The building comprises Zizzi restaurant over two floors and is surrounded by retail premises.

The heritage building is Grade II Listed and was officially listed in May 1974 with Historic England recognising the late 18th Century brick building with old tile gabled roof. They reference the 'Large 20th Century shop windows on the ground floor and glazed 20th Century entrance door to offices on the left 'as having 'no special interest'.

The proposal complies in terms of:**Impact on heritage asset:**

Policy TB24 of the MDD Local Plan states that the Council will conserve and seek the enhancement of designated heritage assets in the Borough and their settings by:

- *Requiring works to or affecting heritage assets or their setting to demonstrate that the proposals would at least conserve and, where possible enhance the important character and special architectural or historic interest of the building, Conservation Area, monument or park and garden including its setting and views.*
- *Supporting development proposals or other initiatives that will conserve and, where possible, enhance the local character, setting, management, and historic significance of designated heritage assets, with particular support for initiatives that would improve any assets that are recognised as being in poor condition or at risk.*

Also, TB24 states that '*proposals for building works shall retain or incorporate existing features or details of historic or architectural significance or design quality into the scheme*'.

This Listed Building Consent application seeks approval for the installation of a serving hatch and panel below, re-paint of the shopfront and replacement stallriser tiling, internal alterations, plus the refurbishment of the existing Zizzi fascia sign, replacement illuminated projection sign and proposed illuminated Collection sign above the serving hatch.

The installation of a serving hatch and panel would replace the far-left window panel on the front elevation of the building. Although the existing shopfront is not original to the late 18th Century building, the design does incorporate the serving hatch and panel into the end glazing panel and would not disrupt the overall rhythm or symmetry of the window frames that are mirrored on either side of the front entrance.

The proposed changes to the colour of the window frames and tiled stallrisers are sympathetic to surrounding buildings that also comprise white window and door frames and the proposed terracotta tiles would tie in with the red brick on the first-floor of the host building.

One third party raised concern for buildings in the local area that have used dark coloured paint on the façade of shopfronts. Whilst this report will focus only on the proposal for this application, the blue façade of the restaurant is an existing feature and is therefore not being assessed as part of this application.

The proposed refurbishment of the Zizzi fascia lettering and replacement illuminated projection sign are signs which already exist. Therefore, the impact of the changes to these signs would be similar to that which is existing and would not result in detrimental harm to the heritage asset or local area over and beyond the existing degree shared within the setting and are acceptable.

The addition of 1.no illuminated Collection sign above the serving hatch would be fixed within the window frame. It would not alter the existing window frame and would measure approximately 0.79m in width and 0.53m in height. One third party raised concern regarding the Collection sign being illuminated. Advert consent (241467) was assessed by the Council's Highways and Built Heritage teams. They raised no objection to the proposed sign, and it was considered to pose no adverse impact upon highways safety, amenity of adjoining land uses or on the character or appearance of the area.

The Council's Built Heritage Officer has reviewed the proposal and has raised no objection to the proposal and commented "*The application proposes a number of external alterations to the shopfront of 11-13 Broad Street, a Grade II listed building. These include the general redecoration, with some colour changing, new signage and associated illumination and the installation of a new 'service hatch' as to allow for the collection of takeaway food without the need to enter the restaurant.*

The above application for listed building consent follows the grant of advertisement consent 241467 for the same proposals (albeit only those that are required under advertisement consent).

Nos.11-13 Broad Street date from the late 18th century with alteration in the mid-20th century. The ground floor was previously a retail shop unit, with consent granted in 1999 for the change of use to a restaurant and new shopfront installed at this time.

With the exception of the service hatch, the proposed works are not fundamentally different from the approved listed building consent of 161105 in 2016. Bar the slight alteration in signage design and colouring, the overall relatively traditional appearance would remain, and thus no objection is raised from a heritage perspective. As noted above, the shopfront is modern, dating from 1999. Whilst not unsympathetic in appearance, it is of limited significance and from a fabric perspective there are no concerns in this regard to its alteration. The concept of a serving hatch, as to allow for takeaway food to be collected without the need to enter the main restaurant, whilst not unheard of, is entirely not common. It is however, in many ways, not dissimilar to an ATM on the front of a bank, in that the service is provided externally from the building. It is acknowledged the restaurant business must often respond to current trends and market demand, of which takeaway delivery/collection is one. As restaurant use is a component part of the character of the Conservation Area, and one which is important to maintain, if this is required as to ensure the continued use of the building as such, then no objection is raised against this element. Given the relative traditional

appearance and sympathetic form, the proposed alteration would not harm the special interest of the listed building and would seek to preserve the character and appearance of the Conservation Area.

Therefore, no objection is raised to the application. If minded to approve, no specific material conditions are suggested as the submitted documents provide sufficient detail".

Overall, the proposed changes would not result in significant harm to the listed building or the setting of the Wokingham Town Centre Conservation Area. Therefore, the proposal would not conflict with TB24 of the Managing Development Delivery (MDD) Local Plan or the NPPF.

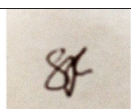
The Public Sector Equality Duty (Equality Act 2010):

In determining this application the Council is required to have due regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief. There is no indication or evidence (including from consultation on the application) that persons with protected characteristics as identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application and there would be no significant adverse impacts as a result of the development.

RECOMMENDATION

Conditions agreed:	Not required
Recommendation:	Approve
Date:	26 September 2024
Earliest date for decision:	12 September 2024

**Recommendation
agreed by:
(Authorised Officer)**



Date: 30.9.24