

**230932 and 230933 - 40 Church Street**

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Caversham and District Residents Association (CADRA) objects to applications 230932 and 230933, which are to retrospectively permit the installed shop front and signage at 40 Church Street, Caversham. Both proposals differ significantly and negatively from the permitted development of 40 Church Street in application 181091, our comments are as follows:

1. The permitted shop sign shows a gap of several bricks between it and the windows above, making it level with the Coop funeral directors next door, whereas the installed sign reaches all the way up to the windowsill above it.
2. The permitted shop window height is also shown level with the Coop window, however with its installed awning, the new window appears significantly lower than the Coop's.
3. The new red shop sign is very much brighter than its neighbours.
4. A steel shutter has been installed, for which there is also no reference to in 181091. Closed, this the shutter presents an austere frontage, out of keeping with other shops near it.

The combined effect is for a shop front that negatively impacts the street's visual amenity and fails to respond positively to the local context and character.

Specifically to avoid this, Condition 3 was attached to application 181091. There appears to be no document showing the condition was ever discharged.

We note that the Licensing comment on the planning portal for this application refers to a different application, 230993 in Station Road. Nevertheless, we have similar concerns about late night sales of alcohol and would like to see a restriction via planning and/or licensing to prohibit sales no later than midnight. With the growing extent of residential accommodation above retail, there are concerns for noise, but most importantly the potential for an increase in crime and disorder, anti-social behaviour and public nuisance.

CADRA therefore objects to both applications and requests that a shop front and signage be installed that meets Condition 3 and takes account of the Council's Design Guide for Shopfronts (January 2022).

We attach three photographs which may assist in your deliberation.



