

COMMITTEE REPORT

BY THE DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

READING BOROUGH COUNCIL

ITEM NO. 9

PLANNING APPLICATIONS COMMITTEE: 31st May 2017

Ward: Abbey

App No.: 170359 LBC and 170360 ADV

Address: 3-5 King Street, Reading

Proposal: Consent for location of external advert and lanterns and hanging sign on rear elevation

Applicant: New World Trading Company (UK) Ltd

Date valid: 08/03/2017

8-week target decision date: 03/05/2017

26-Week date: 06/09/2017

RECOMMENDATION :

Is to APPROVE Listed Building Consent 170359/LBC with the following conditions:

1. LBC Time
2. Details of Resin method
3. Schedule of Repairs
4. Illumination

INFORMATIVES TO INCLUDE:

1. Approved plans. Canopies and structures overhanging the highway
2. No other works approved
3. Terms and conditions of this consent

Is to APPROVE Advertisement Consent 170360/ADV with the following conditions

1. Plans approved, including fixing details
2. Illumination
3. Standard advertisement conditions

INFORMATIVES TO INCLUDE:

1. Terms and conditions of this consent
2. No other signage approved by this consent
3. Positive and proactive

1. **INTRODUCTION**

- 1.1 The site, as illustrated on the location plan below, forms part of the building known as 3-5 King Street, which sits on the corner between King Street, High Street and Market Place and which used to be occupied by Barclays Bank.
- 1.2 The building is Grade II listed with listed frontages on King Street, High Street and Market Place and also sits within the Market Place/London Street Conservation Area. The current applications relate to the listed frontages on King Street and Market Place. The site is also located within a designated active frontage.
- 1.3 The current applications have been submitted following approval of a larger scheme to convert the ground floor of the property from Class A2 use to Class A3 (Restaurant and Café). The scheme allowed two units, one to the east and one to the west. These applications relate to the western unit, which is to be occupied by the restaurant 'The Botanist', and will be accessible from both Market Place and King Street.
- 1.4 The proposal is to be determined at Planning Applications Committee; it has been called in by Councillor Page due to concerns about the impact on the listed building and publicity of the application.

Location Plan (not to scale)



2. PROPOSAL AND SUPPORTING INFORMATION

- 2.1 Application 170359/LBC is for seven lanterns; five on the King Street elevation and two on the Market Place elevation. The lanterns would be located between each window at ground floor level and would be constructed of wrought iron with a black finish. The proposed lanterns would have a height of approximately 610mm and would project approximately 375mm from the wall
- 2.2 Application 170360/ADV is for a single, double sided hanging sign on the Market Place elevation. It would be positioned to the left of the main door. It would be constructed in timber set within a wrought iron framework and suspended from a wrought iron bracket. The bracket will also include two goose neck lights to illuminate both sides of the sign. They will have an illuminance level of 177 cd/m.

Method of fixing for the lanterns on the King Street elevation:

- Use the holes that have been drilled to secure the light fittings

- Each light will be secured to a flat plate which will be designed to match the back plate of the light fitting and will fit flush with the stonework. No new holes are proposed for this element of the proposals.
- The plate will be fastened to a hollow rod which will run the depth of the drilled hole and be secured with a resin bond for the full length, details of which will be secured by way of condition.
- The electricity supply to the lights will be via a cable which will run through the hollow rod as indicated on drawing no. 1127-PDI-60a

Method of fixing for the lanterns on the Market Place elevation:

- It is proposed to secure the light fitting onto the rendered wall with two fixings, one at the top and one at the bottom. No extra holes are proposed for the cabling; two small holes are proposed to secure the light fitting however this will be into the render surface and not ashlar stonework.
- The electricity supply will be via an external cable which will be secured within the recesses of the render as indicated on drawing no. 1127-PDI-48 rev F

Supporting Information

2.4 The applications are supported by the following documents and plans:

- Plans: Location Plan
Received 7th March 2017
- Block Plan
Received 8th March 2017
- Drawing No: 1127-PDI-48 Rev F Proposed Rear Signage Application
Received 8th May 2017
- Drawing No: 1127-PDI-60a Proposed Front Lighting Application Option 2
Received 17th May 2017
- Planning Statement
- Heritage Statement
Received 7th March 2017

- Email received 16th May 2017 time 15:03 confirming fixing details
- Letter from 'Heritage Collective' received 11th May 2017 reference 3445

3. PLANNING HISTORY

- 161755/ADV Display of externally illuminated hanging sign on south elevation. Permitted
- 161756/LBC Works associated with display of externally illuminated hanging sign on south elevation. Permitted
- 161896-VAR - Application for removal or variation of a condition following grant of planning permission. (161274). In respect of the A3 use hereby permitted in respect of unit one (west), no customers shall be on the premises outside of the following times 0800 - 2330 (Sunday to Wednesday) and 0800 - 0030 (Thursday, Friday and Saturdays). Permitted
- 161806-APC - Application for approval of details reserved by condition. (150051 and 150203). Not discharged
- 161804-LBC - Refurbishment of unit in connection with previously approved A3 use. Permitted
- 161395-LBC - Minor internal works to existing banking hall to facilitate restaurant use as previous approval. Permitted
- 161274-VAR - Application for removal or variation of a condition following grant of planning permission. (160358). Permitted
- 160358-VAR - Application to vary condition 12 of planning permission 150051 to allow the A3 (restaurant/cafe use) to open until 0030 on Thursday, Friday and Saturday nights (current approval is for closing at 2300 on these nights. Opening hours on other days unaffected at 0800-2300). Permitted
- 150203-LBC - Listed Building Consent application to facilitate change of use at ground floor level from bank to restaurant/café with demolition and insertion of shopfront to corner of High Street/King Street. Permitted
- 150051-FUL - Change of use at ground floor level from A2 (Financial and Professional Services) to A3(Restaurants and Cafés) and demolition and insertion of shopfront to corner of High Street/King Street. Permitted
- 141187-LBC - External repairs and the installation of replacement bird deterrents. Permitted

- 12-01493-VARIAT - Change of use from Class A2 (Financial and Professional Services) to Class A3 (Restaurants and Cafes) on ground floor, ancillary storage at basement and Class B1 (Business) use on 3 upper floors without complying with conditions 2, 3, 6, 7, 8, 15, 17 and 18 of planning permission 09/01931/FUL.
Withdrawn
- 12-00817-FUL and 12-00818-LBC - Change of use of first, second and third floors from A2 (Financial and Professional Services) to A3 (Restaurant and Cafe).
Withdrawn
- 11-00854-LBC - Internal alterations to include; refurbishment of existing lift car; installation of two lobbies; blocking of two doorways and separation of the mechanical and electrical services to create two demises. Permitted
- 11-00391-TELE - Prior Approval for installation of equipment cabinet measuring height 1200mm x width 1200mm x depth 315mm. Refused
- 09-01932-LBC - Listed building application for a change of use from Class A2 (Financial and Professional Services) to Class A3 (Restaurants and Cafes) on ground floor, ancillary storage at basement and Class B1 (Business) use on 3 upper floors; together with external and internal alterations with respect to the strip out and de-branding of the Barclays Bank premises. Permitted
- 09-01931-FUL - Change of use from Class A2 (Financial and Professional Services) to Class A3 (Restaurants and Cafes) on ground floor, ancillary storage at basement and Class B1 (Business) use on 3 upper floors. Permitted
- 09-01063-PREAPP - Pre-application advice for proposed change of use from A2 (Financial and Professional) to A3 (Restaurants and cafes) and A4 (Drinking establishments) use of the basement and ground floors with class B1 (Business) on the three upper floors.

3-5 King Street Unit 2 (adjacent to the application site)

- 170636/FUL Change of use of Ground and Basement floors to Restaurant (A3).
Pending Consideration
- 170637/FUL External alterations and installation of new signage. Pending Consideration
- 170368/ADV 3no. fascia signs and 3no. projecting signs. Pending Consideration
- 170639/LBC Listed building consent for proposed internal and external alterations and new signage. Pending Consideration

4. CONSULTATIONS

Statutory

4.1 None

Non-statutory

- 4.2 RBC - Heritage Consultant - Raised serious concern to the original proposal. Further to a meeting and discussions with the applicant and case officer to find a suitable solution, no objection subject to conditions.
- 4.7 RBC Transport Strategy - No objection.

5 PUBLIC CONSULTATION

The applications were advertised in the local press as the proposal is a Listed Building within a Conservation Area. Two site notices were posted by the officer - one on King Street and one on Market Place.

2 responses objecting to the scheme were received, one from the Reading Civic Society and one from the Conservation Area Advisory Committee, objecting on the following grounds:

- Procedure
- Unauthorised works
- Scale/Design of Lanterns

6 RELEVANT PLANNING POLICY AND GUIDANCE

National and Local Policy

- National Planning Policy Guidance (NPPG)
- National Planning Policy Framework (2012)

Reading Borough Local Development Framework Core Strategy Document, 2008

- Policy CS1 (Sustainable Construction and Design)
- Policy CS7 (Design and the Public Realm)

- CS20: Implementation of the Reading Transport Strategy
- Policy CS33 (Protection of the Historic Environment)

Sites and Detailed Policies Document, (SDPD), Adopted 2012 Revised 2015

- Policy DM1 (Adaption to Climate Change)
- Policy DM4 (Safeguarding Amenity)
- Policy DM12 (Access, Traffic and Highway-Related Matters)
- Policy DM22 (Advertisements)

Reading Central Area Action Plan (RCAAP) (adopted 2009)

- RC5 Design in the centre
- RC10 Active Frontages

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.

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.

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires the Local Planning Authority to exercise its powers under these regulations in the interests of amenity and public safety taking into account the provisions of the development plan, so far as they are material; and any other relevant factors. Regulation 3 states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

The main issues in consideration of this application are:

- Design and Appearance / Heritage Impact
- Residential Amenity of Existing Residents and Future Occupiers
- Impact on Highways
- Signage
- Other matters

Heritage Impact / Design and Appearance

- 7.1 Seven lanterns are proposed in total, two on the Market Place elevation and five on the King Street elevation. It was noted on the initial site visit that works had taken place on the King Street elevation; namely, that five holes had been drilled into the Ashlar stonework to provide the electricity supply to the proposed light fittings. Without listed building consent these works are unauthorised. Further to this, it is considered that this method of connecting the lights to the electricity supply would not have been considered acceptable to gain listed building consent. This is clearly an unfortunate situation, and the Council's serious concerns were relayed to the applicants who were not aware that such works had taken place until brought to their attention.
- 7.2 Notwithstanding the above, the proposed lanterns were originally considered unacceptable in size, at nearly 1m in height, which was considered to be overly bulky and dominant on both the front and rear elevations.
- 7.3 Further to this, a meeting was held with the case officer, the Council's Heritage Consultant and the applicants. After some discussion it was considered that on this specific occasion, to prevent further damage to the Ashlar stonework, the most beneficial solution would be to allow the holes to be used for the electrical supply to the lights but to also include a method of fixing the light to the front so that no new holes for fixings would be required on the face of the building. The amended smaller designed lanterns themselves would also cover the holes. In addition the applicant stated that they would undertake works of repair to the stonework elsewhere on the façade to improve the appearance and longevity of the building.
- 7.4 In terms of the design of the lanterns themselves, revised plans have been submitted which show the lanterns reduced in height by 349mm (from 959mm to

612mm) and with a reduced projection of 152mm from the wall (from 527mm to 375mm). As a consequence, the proposed revised lanterns are not considered to result in any adverse harm to the visual amenities of the listed building, character or appearance of the conservation area of the wider street scene.

- 7.5 The Council's Heritage Officer considers that further to the revised plans, the proposed lanterns on the Market Place elevation would be acceptable, subject to acceptable electric runs and methods of fixing to the exterior of the building. This detailing has been provided and whilst involves drilling two small holes into the façade, it would be into the rendered surface and would not affect the ashlar stonework which is acceptable. The proposed wiring run would re-use an existing CCTV run which is therefore acceptable.
- 7.6 In light of the above, the proposals are considered to be acceptable subject to conditions requiring the submission of further details of the resin method of attaching the light fitting plate within the existing hole created for the wiring, and submission of a schedule of repairs to the exterior of the building.
- 7.7 It is considered that, on balance, the above would be the right approach under the circumstances as there would be no additional drilled fixings required to the front of the building for the lights and there would be a 'heritage benefit' from the proposed works to repair damage previously caused to the exterior façade over past tenancies.
- 7.8 Given that the damage to the stonework is to be repaired and hidden, and the design of the lanterns themselves is now considered acceptable, the development is, on balance, considered to comply with the requirements of the Planning (Listed Building and Conservation Area Act) 1990 and Reading Borough Council's Core Strategy Policies CS7 (Design and the Public Realm) and CS33 (Protection and Enhancement of the Historic Environment) and the National Planning Policy Framework 2012.

Residential amenity of Existing residents and Future occupiers

- 7.9 Due to the nature, scale and position of the proposed lanterns there would be no loss of amenity to any neighbouring property in terms of loss of light, privacy, overbearing impact or light pollution nuisance.

Impact on Highways

- 7.10 The Lanterns fronting King Street will be elevated 3m above the public highway and the lanterns fronting Market Place a minimum of 2.8m. These dimensions are in excess of the requirements for fixtures over hanging the public highway and therefore are deemed acceptable. Transport do not have any objections to this proposal subject to informatives.

Signage

- 7.11 A separate application is made for advertisement consent for the hanging sign on the rear elevation fronting Market Place. The relevant factors to consider are effects on amenity and public safety.

i) Amenity

- 7.12 As set out in the NPPF paragraph 67, poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Paragraph 132 of the NPPF details that when considering the impact of a proposed development on the significance of a designated heritage asset great weight should be given the assets conservation. The more important the asset the greater the weight should be and any harm or loss should require clear and convincing justification. In this instance, the Market Place/London Street Conservation Area and the building's Listed Building status are the heritage assets.

- 7.13 The proposed double sided hanging sign on the Market Place elevation is identical in design terms as that recently approved on the King Street elevation, under planning applications reference 161755/ADV and 161756/LBC. Given this, the size, design and material of the proposed projecting sign is considered in keeping with the design and historic character of the building and signage approved elsewhere. It is considered that the restrained advertising (consisting of a single hanging sign) and external (rather than internal) illumination of the sign would also respect and protect the character of this heritage asset.

ii) Public Safety

- 7.14 Due to the nature and location of the proposed signage, it would not result in any obstruction or distraction to members of the public using the highway. The Highways Officer has confirmed that the illumination level of the proposed signage is acceptable and there are no transport objections.
- 7.15 In this specific instance, the applicant has stated that they would undertake works of repair to the stonework elsewhere on the façade to improve the appearance and longevity of the building. This is welcomed.
- 7.16 Given the above, the proposed sign is considered to be suitable in terms of public amenity and no concerns are raised in terms of public safety and, accordingly, is considered to be acceptable in terms of Policy CS33: Protection and Enhancement of the Historic Environment of the Reading Borough Local Development Framework Core Strategy (2008) (Altered 2015), Policy DM22: Advertisements of the Sites and Detailed Policies Document (2012) (Altered 2015) and Policy DM12: Access, Traffic and Highway-Related Matters of the Sites and Detailed Policies Document (2012) (Altered 2015).

Other matters

- 7.17 Reading Borough Council have complied with the publicity and public consultation requirements for these types of applications.

Equality

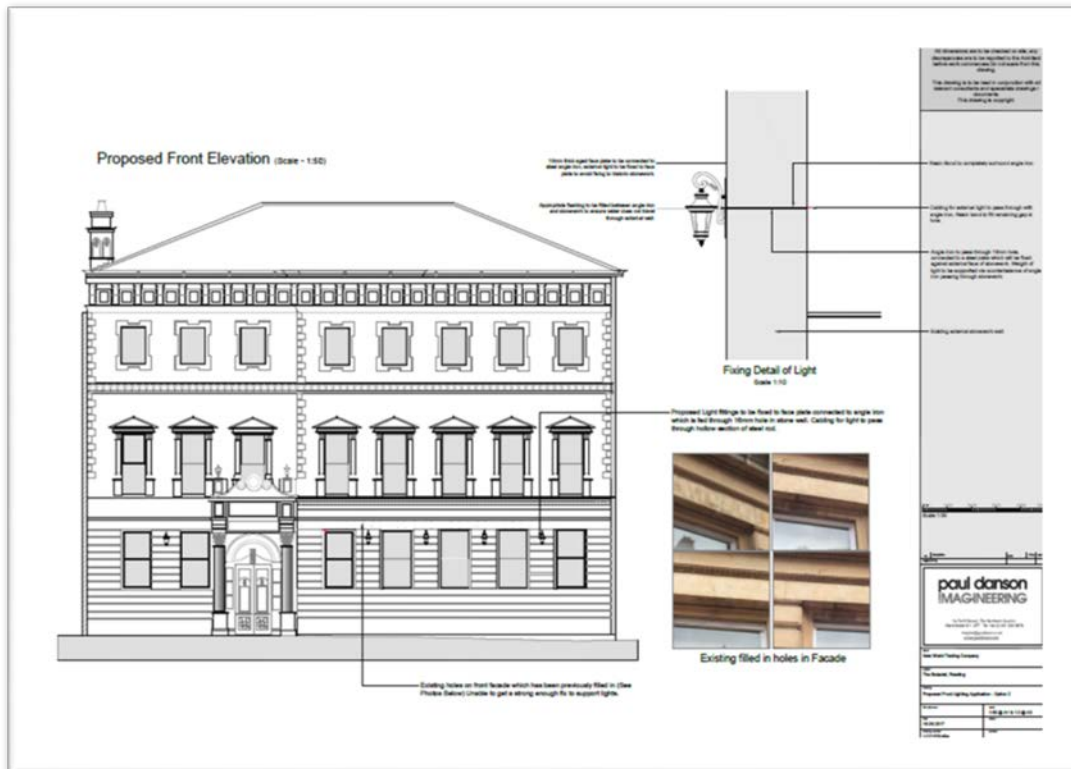
- 7.18 In determining this application the Council is required to have regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief,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

8. Conclusion

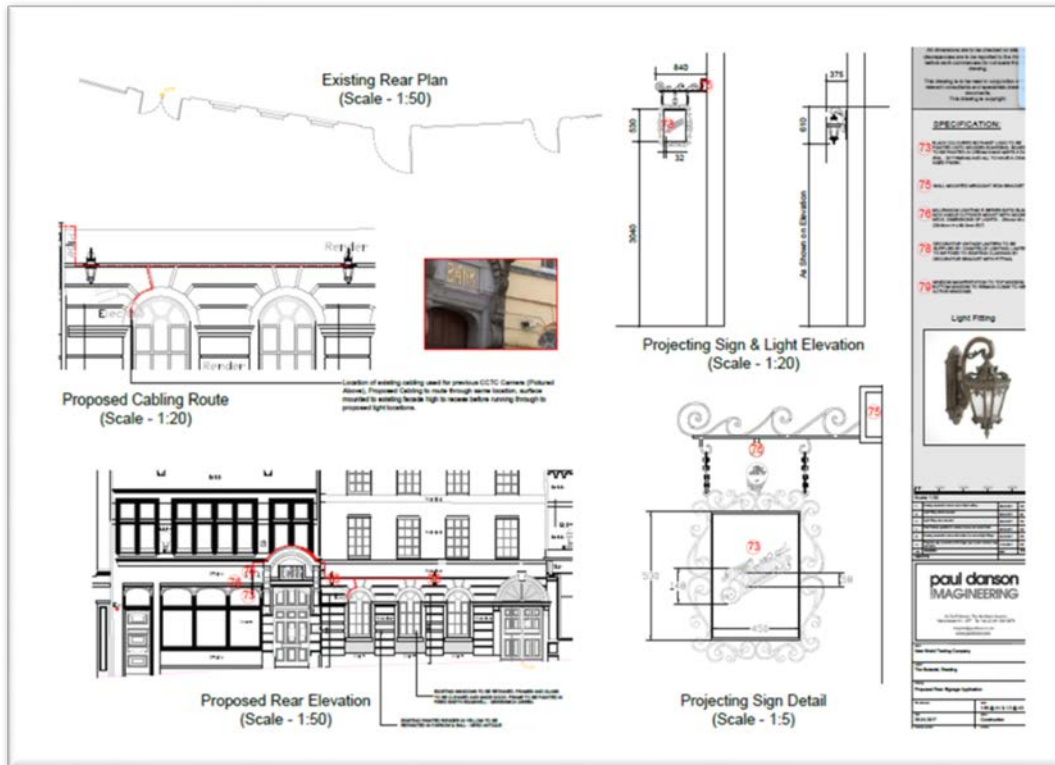
8.1 The recommendation is to approve the listed building and advertisement consents as revised, subject to conditions, for the reasons given above.

Plans

- Drawing No: 1127-PDI-60a Proposed Front Lighting Application Option 2
Received 17th May 2017



- Drawing No: 1127-PDI-48 Rev F Proposed Rear Signage Application
Received 8th May 2017



Case Officer: Ethne Humphreys