



Davidson House, Forbury Square, Reading

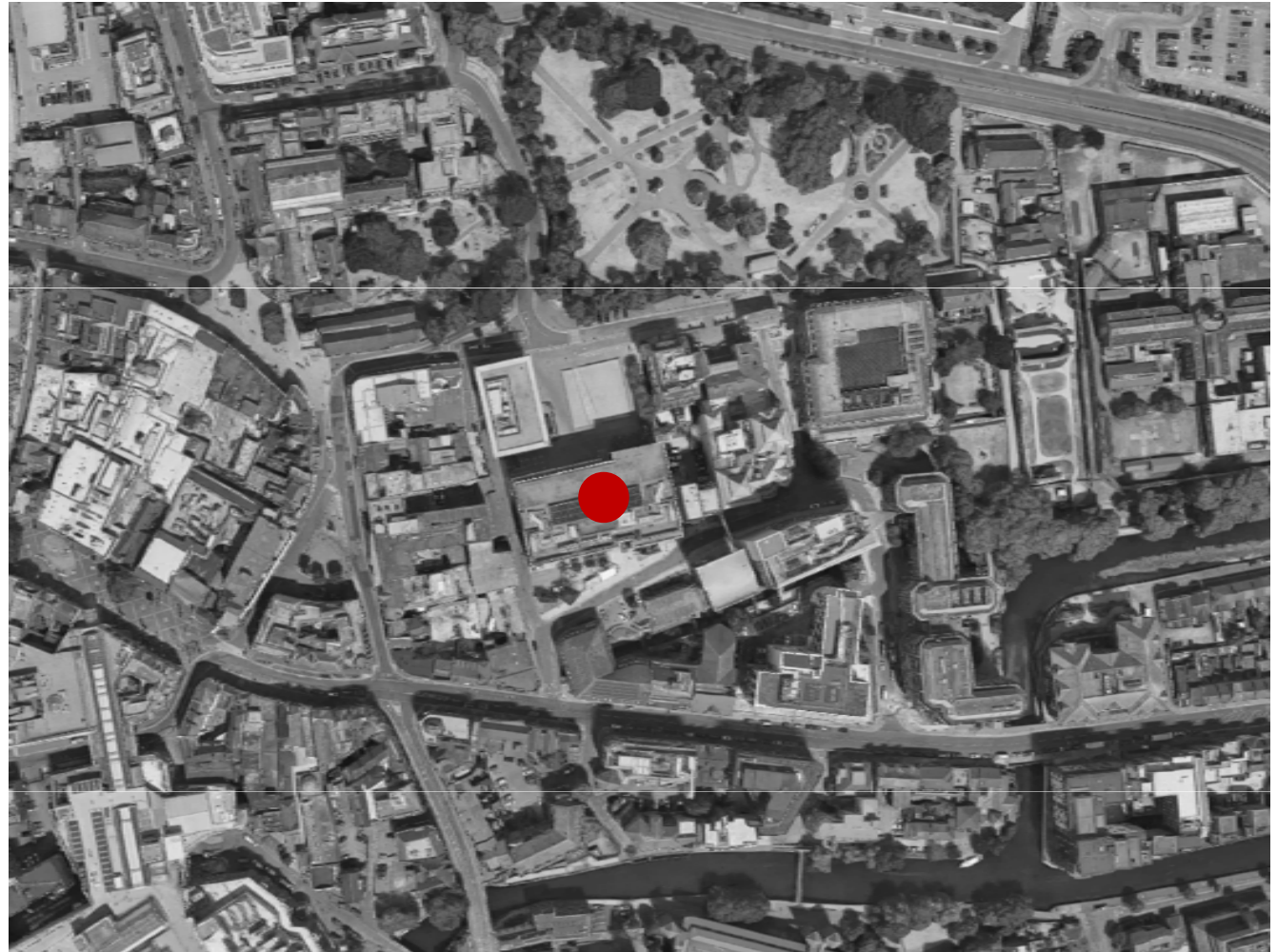
Planning, Design and Access Statement

May 2022

- 1.0 Introduction**
- 2.0 Site Description and Design Proposals**
- 3.0 Planning History**
- 4.0 Planning Policy**
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- 6.0 Summary and Conclusions**

1.0.1 This statement has been produced for Dentons in support of a Full Planning Application for:

1.0.2 *Installation of a new entrance canopy along with the relocation of existing revolving doors to the North elevation of the building fronting onto Forbury Square*



2.0.1 The application site is a 6 storey office building within the Reading Council Area. The building is not listed, nor is it in a conservation area, the Market Place/ London Street conservation area sits to the west and the Grade II Listed Forbury Gardens Park sits to the North. It is within the Reading Central Area, the Central Core Area and the Office Core Area

2.0.2 Current design proposals seek to improve the canopy/ entranceway to the Forbury Square elevation of the building. This is proposed to be achieved by installation of a smaller timber and steel construction to sit alongside the existing canopy which leads through the building.

2.0.3 Planning permission was granted in 2018 for 'Improvements to canopy/ passageway and entry statement to existing office building and refurbishment of entrance lobby and common areas. Change of use from B1(a) to D2 of the basement area adjacent to the south entrance' (application 172092). The design proposals which form part of this application seek to enhance the canopy to the Forbury Square elevation of the building. Design proposals also seek to improve the signage to the building. The signage has been shown in the application drawings for context, but permission for the signage has been applied for under separate advertisement consent.



Image of proposed installation – not verified view

3.1 The building has limited planning history:

172092 – Improvements to canopy/ passageway and entry statement to existing office building and refurbishment of entrance lobby and common areas. Change of use from B1(a) to D2 of the basement area adjacent to South entrance – Granted 2018

181315 – Internally illuminated fascia sign at first floor level to Forbury Square and graphics to ground floor elevation to Abbey Square – Granted 2018

071547 – change of use to allow flexible rights or A1, A2, A3, A4 and B1 uses in units 2A and 2C of Davidson House and A1, A2, A3 and B1 use in unit 4 – granted 2008

040820 – New glass shopfront to ground floor front elevations and external seating with 6 canvas parasols incorporating integral compact fluorescent lights – Granted 2004

040592 – Internal ‘halo’ style illuminated fascia advertising (forming the word ‘Carluccio’s) and vinyl lettering to shopfront glazing – granted 2004

030425 – Building title signage to the North and South elevations – Granted 2003

980228 – Redevelopment of Forbury House and construction of new office building with associated open space, landscaping, access, car parking and servicing – Granted 1999

4.1.0 National Policy

4.1.1 National Planning Policy Framework (NPPF) was published first published in 2012, and has recently been updated, with the most up to date guidance published July 2021. This document was published by the government and sets out the national standards which require to be considered by individual Authorities when producing Local Planning guidance. It contains an overarching set of principles which must be applied to all planning situations. The NPPF contains the outline within which Local Policy must sit, the guidance within NPPF therefore is primary.

4.1.2 Section 12 'Achieving Well Designed Places' states that the creation of high quality buildings and spaces is fundamental to what the planning and development process should achieve Good design is seen as a cornerstone to building good quality environments for the long term. It notes that design should be sympathetic to local character and history.

4.2 – Local Planning Policy

Reading Council Adopted the current Local Plan in November 2019 , this provides up to date planning advice on the council's aspirations for the city.

CR2 – Design in Central Reading

This states a strategy for Central Reading to achieve a distinctive high quality environment. Development should be of high quality design with focus on architectural detailing and materials

OU4 – Advertisements

Advertisements will respect the building or structure on which they are locate and/ or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount + type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account. Policy on advertisements is more relevant to the separate application for advertisement consent.

5.1 Application Proposal

5.1.1 As outlined previously the design proposals look to build on previous works carried out to the building following application 172092 to provide new canopy and entrance to the building. The proposals increase the canopy to the North side of the building onto Forbury Square. The addition to the canopy in materials to match existing, increase the width of the installation and to give the office entrance more prominence, the stepping height arrangement of the canopies also provides a logical point for well integrated and improved signage.

5.2 Access

5.2.1 The proposals make slight modification to the entrance to the building by moving the revolving door to the main elevation. Existing pass doors are to remain within the existing walkway which retains a sheltered position.

5.2.2 Access to the building will not be made worse as a result of the works.

6.0.1 The proposals for the alterations to the building at Davidson House have been carefully considered. The proposed alterations will improve access and visibility of the office space within the building making it more attractive to potential tenants.

6.0.2 The works will not make a negative impact on the access to the building nor will it detract from the surrounding areas

6.0.3 Materials to be used are in keeping with recent installations to the building and therefore will not be incongruous with the host building

6.0.4 As noted within this statement application has been made separately for new advertisement to the building and these applications should be read in conjunction with one another

6.0.5 The proposals make a positive impact on the building and fit with the requirements of Reading Council's current Local Plan

