

DELEGATED APPLICATION REPORT

Address: The Corn Stores, 10 Forbury Road

Application Nos: 181670 / LBC and 181676 / ADV

Proposal: Proposed new signage and alterations to previously approved plant and extraction

Applicant: Rarer Properties Limited

Dates received (valid from): 20/09/2018 (181670/LBC) and 21/09/2018 (181676/ADV)

Target decision dates: 15/11/2018 (181670/LBC) and 19/11/2018 (181676/ADV)

Agreed extension of time:

Case officer: Tom French

1. Site description and Surrounding Area

The application site relates to the four storey Grade II listed building located on the south side of Forbury Road.

The listing for the properties is as follows:

"No. 10 Forbury Road, Walter Parsons Corn Stores. Corn merchant's warehouse. Built in 1890 for Walter Parsons, corn merchants. Purple brick with yellow brick and ashlar dressings; slate roof with parapeted gable to front.

PLAN: Rectangular plan with carriageway through left side and office on right with front entrance and loading bay behind; and with three storage floors above.

EXTERIOR: 4 storey 2-bay gabled north front. The ashlar ground floor has panelled pilasters and segmental arches to office front on right, with panelled and glazed door and 3-light window with overlights above and carriageway on left with plank double doors. Storeys above with moulded brick stringcourses at floor and cill levels and the two bays divided by brick pilasters corbelled at top with ball finials flanking the gable [one ball missing]. Wide 4-light mullion-transom windows with segmental arches. Plain red brick rear elevation with sash windows.

INTERIOR: The floors are supported on timber joists with iron beams and iron columns. Collar truss roof with struts. The office has glazed and boarded screen to carriageway. Simple ladder stairs in corner to each floor. Hoist hatch over carriageway and through floors above. Machinery includes winch mechanism on first floor, threshing machine on second floor and hoppers on third floor."

The site is located within the Reading town centre and is in use as a bar / restaurant. The surrounding area contains a mix of large older and modern buildings of varying heights in predominantly office and other business/retail uses.

The site is located within the Reading Central Area and within the designated Office Core as defined by the Reading Central Area Action Plan (2009). It is also within an air quality management area.

2. The Proposal

Advertisement consent is sought for a projecting sign with a height of 0.7m and a width of 0.7m. It would be sited 5.3m above ground level. A fascia sign is also proposed that would comprise of laser cut metal letters with a height of 0.16m and the total width of the sign would be 2.45m. Both signs would be externally illuminated to 250cd/m².

Listed building consent is also sought for the signage described above and to install three heat pump condensing units and one chiller cold room condensing unit.

3. Consultation

Neighbours consultation:

Forbury Court, 14 - 14 Forbury Road and Aldwych House, 2 Blagrove Street have been notified of the application and a site notice has also been displayed at the site.

No responses have been received.

RBC Heritage Consultant

The RBC Heritage Consultant raised no objection to the proposed signage and condensing units of the Corn Stores Listed Building

Transport

The RBC Transport Development Control Advisor provided the following consultation response:

There are no transport objections to the proposed advertisements consent subject to the conditions below:

Advertisements: restriction on illumination

As identified in the plans submitted:

- Hanging Sign - The maximum luminance from the "The Corn Store" sign should not exceed 600 cd/m².
- Projecting Sign - The maximum luminance from the sign should not exceed 600 cd/m².

Reason: To avoid glare, which could lead to danger to highway users and/or in the interests of amenity in accordance with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

CCTV

Thames Valley Police and RBC Community Safety were both consulted on this application however no response has been received.

4. Plans and Documents Considered

The Council, in reaching its recommendation, has taken into consideration the following plans & documents:

Drawing No.:

- J000969_A0_00 - Site Location and Block Plan
- J000969_A4_01C - Proposed Front Elevation
- J000969_A4_02A - Main Entrance Façade Visuals
- J000969_A4_04B - Proposed Front Section
- J000969_A4_05A - Proposed Signage Details
- Heritage Statement

As received: 21/09/2018

5. Relevant Planning History

The site has an extensive planning history. The most recent and relevant are:

180537 - LBC - Internal and external works to facilitate the refurbishment of the property, including installation of new plant and extraction equipment, entrance doors and demolition of outbuilding - Application Permitted

180536 - FUL - Internal and external works to facilitate the refurbishment of the property, including installation of new plant and extraction equipment, entrance doors and demolition of outbuilding - Application Permitted

150935 - LBC - Removal of inner ground floor lobby partition block wall and formation of new soft wood frame glazed partition, installation of new timber floor and new tiled bar walk at ground floor level, white wash internal brickwork at first floor level, installation of new light fittings on all floors, and, refurbishment of toilets on all floors - Application Permitted

120853 - LBC - Rebuilding of unstable pediment at the top of front wall - Application Permitted

071143 - LBC - Replacement signage scheme - Application Permitted

071142 - ADV - Replacement signage scheme - Application Permitted

6. Equality Act 2010:

In determining this application the Council is required to have regard to its obligations under the Equality Act 2010. However, there is no indication or evidence (including from consultation on the application) that the protected groups identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application. Therefore in terms of the key equalities protected characteristics it is considered there would be no significant adverse impacts as a result of the development.

7. Relevant Planning Guidance

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. The Development Plan for Reading relevant to the application site comprises the Reading Local Development Framework ‘*Core Strategy*’ 2008 (Altered 2015) and ‘*Sites and Detailed Policies Document*’ 2012 (Altered 2015).

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 a listed building or its setting or any features of special interest which it possesses.

Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority in the exercise of its functions to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area.

The ‘*National Planning Policy framework*’ (‘*NPPF*’) 2012 states clearly that its content is to be a material consideration in the determination of applications. The ‘*NPPF*’ states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy and Sites and Detailed Policies Document) according to their degree of consistency with the ‘*NPPF*’ (the closer the policies in the plan to the policies in the ‘*NPPF*’, the greater the weight that may be given). Accordingly, the ‘*NPPF*’ and the following development plan policies and supplementary planning guidance are relevant:

8. Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework;
National Planning Policy Guidance;

RBC Local Development Framework

Reading Borough Local Development Framework Core Strategy (2008) (Altered 2015):

CS7: Design and the Public Realm
CS20: Reading Transport Strategy
CS33: Protection of the Historic Environment

Sites and Detailed Policies Document (2012) (Altered 2015)

DM4: Safeguarding Amenity
DM12: Access, Traffic and Highway-Related Matters
DM22: Advertisements
DM23: Shop Fronts and Cash Machines

Reading Central Area Action Plan (RCAAP 2009)

RC5 Design in the Centre

9. Appraisal

181670 / LBC:

Historic Character and Appearance

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 to 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.

Policy CS33 states that the character and integrity of listed buildings will be preserved, and the Council will seek to enhance the settings of listed buildings wherever appropriate, by ensuring that new development in their vicinity is sympathetic.

Further to the consultation response received from the RBC Heritage Consultant the proposed works are considered to be relatively modest in scale. The proposed condensing units would be sited on the flat roof of the single storey rear extension that is not original and is considered to be of little historic value to the listed building.

Given the nature of the proposal, the significance of the heritage assets is not considered to be adversely affected. Nor would there be any adverse impact on the character or appearance of the street scene.

181676 / ADV:

Amenity

The proposed fascia sign would be externally illuminated laser cut individual letters mounted on a fixing bar that is to be attached to the existing shopfronts timber mullions above the door. The proposed sign is considered to respect the character of the host building and would not obstruct any significant architectural features.

The proposed projecting sign would also be externally illuminated and would have a height of 0.7m and a width of 0.7m. It would be sited 5.3m above ground level. The proposed sign is considered to respect the character of the listed building in terms of scale and design and would not obstruct any significant architectural features.

Considering the wider context, the proposal would integrate satisfactorily with the mixed character of Forbury Road and the existing nearby signage.

The development would not cause a significant detrimental impact to the living environment of the neighbouring properties.

As such the proposal accords with Policies: CS7 Design and the Public Realm of the Reading Borough Local Development Framework Core Strategy (2008, 2015), DM4: Safeguarding Amenity, DM22: Advertisements, DM23: Shop Fronts and Cash Machines of the Sites and

Detailed Policies Document (2012, 2015) and RC5 Design in the Centre of the Reading Central Area Action Plan (RCAAP 2009).

Public Safety

The proposed advertisement is located in a position that would not cause a physical obstruction to members of the public using the highway. The proposed signage would be externally illuminated to a level that is unlikely to cause a distraction to users of the highway. As such the proposals are considered to be acceptable in public safety terms in accordance with CS20: Reading Transport Strategy of the Reading Borough Local Development Framework Core Strategy (2008, 2015) and DM12: Access, Traffic and Highway-Related Matters of the Sites and Detailed Policies Document (2012, 2015).

10. Recommendation

Grant advertisement consent and listed building consent, subject to the following conditions:

Conditions

181670:

1. The works hereby permitted shall begin no later than three years from the date of this consent.

Reason: In accordance with Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990 as amended by section 51 of the Planning and Compulsory Purchase Act 2004.

2. All new external and internal works and finishes, and any works of making good, shall match the existing original fabric in respect of using materials of a matching form, composition and consistency, detailed execution and finished appearance, except where indicated otherwise on the drawings hereby approved.

Reason: In order that the special architectural and historic interest of this Listed Building is safeguarded in accordance with Policy CS33.

3. The consent relates only to the following plans/drawings/documents, and the works hereby approved shall be carried out in all respects in accordance with the submitted application and accompanying drawings:

Drawing No.:

- J000969_A0_00 - Site Location and Block Plan
- J000969_A4_01C - Proposed Front Elevation
- J000969_A4_02A - Main Entrance Façade Visuals
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Reason: This is to ensure that the works carried out are fully in accordance with the approved drawings and details in order to protect the special historic and architectural character of the listed building, in accordance with Policy CS33 of the Reading Borough Local Development Framework Core Strategy 2008 (Altered 2015).

181676:

1. The Standard Conditions:

i. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

ii. No advertisement shall be sited or displayed so as to:

a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The development hereby permitted shall be carried out in accordance with the following approved plans and drawings:

Drawing No.:

- J000969_A0_00 - Site Location and Block Plan
- J000969_A4_01C - Proposed Front Elevation
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Reason: because permission is granted in respect of the development as detailed in the approved plans only.

Informatives

1. Your attention is drawn to the terms and conditions of this permission. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any condition(s) or planning obligation(s) attached to the permission may result in the Council taking action to remedy the breach of planning control. If you are in any doubt please contact the Council.
2. The applicant's attention is drawn to Building Regulations requirements. Please contact Building Control on 0118 937 2449 for advice.
3. The construction (and demolition) of the development will be subject to environmental health law and the applicant is referred to:
<http://beta.reading.gov.uk/environmentalprotection>
4. The decision to grant planning permission follows the positive and proactive consideration of the issues raised by this planning application and issuing the decision within the statutory time period.
5. The applicant is advised that planning permission would be required to carry out the proposed works. The grant of this listed building consent and advertisement consent does not replace, remove or fulfil the requirement for planning permission.