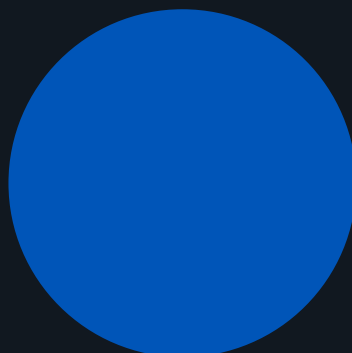
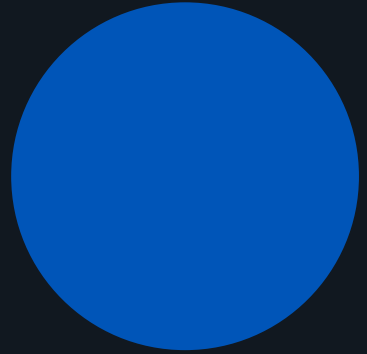
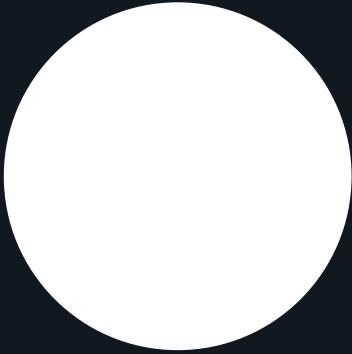




Unit Two, 3-5 King Street, Reading RG1 2HD

Planning, Design and Access and Heritage Statement

Firstplan Ref: 16294/MS/jd

Date: April 2017

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Section 1 Introduction

- 1.1 This Statement has been prepared in support of various planning, listed building and advertisement applications relating to the approved restaurant at Unit Two, 3-5 King Street, Reading. The applications are submitted on behalf of our client, Honest Burgers Ltd, and follow several previous planning applications relating to the site.
- 1.2 Planning consent (ref: 150051) was originally granted for the change of use of the ground floor of 3-5 King Street to Class A3 restaurant use in 2015, along with an associated listed building consent (ref: 150203). These approvals covered the entire ground floor of the building as Class A3 space (to be divided into two units), but were ambiguous regarding the inclusion of the basement level. The consents also included a number of conditions requiring submission and approval of further details.
- 1.3 We have discussed the proposals with the Council's planning officer Richard Eatough, who confirmed that the Council have no concerns about the proposed use of the basement as Class A3 space, and considered it to be accepted under the current consent. However, for the sake of clarity, it was agreed that an entirely new application would be submitted in respect of Unit Two, to create a single, clear planning consent covering this unit. This would enable the various bits of information relating to the conditions on the original consent to be provided in the same process, and a new condition relating to trading hours to be provided.
- 1.4 These new applications are therefore submitted with the aim of rationalising the planning position relating to this unit, to provide clarity in relation to all planning matters. The applications therefore respectively seek the following:
- A new planning permission permitting the use of the entire unit (Unit Two) – including the basement - for Class A3 purposes, with a new condition to allow for extended trading hours to align with those already approved for Unit One. This new application also provides various details relating to the conditions on the original consent, including in relation to ventilation equipment / plant, in the hope that no further details will be required pursuant to this new planning consent;
 - A separate planning consent relating to shopfront alterations, and an associated advertisement consent for new signage, relating to the applicant's façade scheme;

- Listed building consent for internal fit-out of the unit, and the aforementioned shopfront alterations and new signage.

1.5 Section 2 of this Statement provides relevant background information. Section 3 describes the proposals in detail. Section 4 summarises relevant planning policy and Section 5 then provides planning and heritage assessment of the key relevant matters in the context of these policies. Section 6 draws conclusions.

Section 2 Background Information

a) Site and Surrounding Area

- 2.1 The application unit comprises part of the ground and basement floors of an island site comprising four buildings between King Street, High Street and Market Place. It primarily occupies an unattractive 1970s building which extends from King Street along High Street, but also incorporates part of 10 High Street, a Grade II listed building fronting onto Market Place to the north. These buildings adjoin the rest of the wider island site, which are the Grade II listed 3-5 King Street and 50-51 Market Place.
- 2.2 The building was previously occupied as a Barclays Bank building, but has recently been subdivided.

b) Planning history

- 2.3 Associated planning and listed building consents (refs: 150051 and 150203) for the change of use of the ground floor of the building from Class A2 to Class A3 use - including the installation of a new shopfront to the application unit – were originally granted in November 2015. These permissions established the principle of the proposed A3 use at the building. They included several conditions which are discussed and addressed in the subsequent section of this report.
- 2.4 A number of subsequent applications relating to the discharge of conditions, variation of trading hours (to the adjoining unit) and minor internal and external alterations have been submitted subsequently by the landlord and/or tenant of the adjoining unit.

Section 3 Application Proposals

3.1 This Statement is submitted in support of four separate, associated applications, listed as follows:

- Planning application to establish the use of the ground and basement floors of “Unit Two” for Class A3 restaurant purposes, including providing information related to conditions on the original consent for the building, and to allow for trading hours until 0030 on Thursdays, Fridays and Saturdays;
- Planning application for alterations to shopfront;
- Advertisement consent application for new signage;
- Listed building consent application for restaurant fit out, shopfront works and new signage.

3.2 These applications are described below.

a) Planning application for change of use

3.3 The use of the premises for Class A3 restaurant purposes has already been established under application 150051. However, due to ambiguity over the basement under this consent, and the need to discharge / vary various conditions anyway, it was considered and agreed with the Council’s planning officer Richard Eatough that the cleanest way to address all matters was to seek a new “catch-all” planning consent for this unit.

3.4 The proposed layout of the unit is shown on drawing numbers 04.03A (proposed basement), and 04.01A (proposed ground floor). The basement will be comprised exclusively of back of house space, including the cold room, storage, staff space, office and male and female WCs. The ground floor will contain the front of house restaurant space, with a kitchen located centrally in the unit, with prep, wash-up space and refuse storage behind. A small ancillary bar area will be located at the rear, Market Place end of the unit, and the disabled WC will also be located at ground floor level.

3.5 The original planning consent 150051 included a number of conditions which are listed below, along with (in bold) relevant information now provided in respect of each condition, a number of which have already been varied and/or partially discharged by the landlord / occupier of the neighbouring Unit

One. The intention is that the responses provided / information referred to in bold as follows will ensure that no similar conditions or future additional details are required or necessary as part of these new consents:

- Condition 3 to 150051 (planning consent) and Condition 2 to 150203 (listed building consent) – required a full scheme of works in relation to the King Street façade alterations and any internal stud wall alterations to be approved – **this condition related to any works associated with the potential use of the space as two restaurants rather than one. This information has been provided in subsequent applications relating to the unit, including the recently approved listed building consent (ref: 161395). Façade drawings and information are provided as part of the proposed shopfront application, and details of the internal layout are included within the listed building consent application also now submitted, and it is therefore considered that these conditions are no longer required;**
- Condition 4 to 150051 and Condition 3 to 150203 – requiring details of ventilation and filtration equipment to be approved – **drawings have been provided showing the proposed ventilation and extraction equipment to be accommodated on the roof, within an internal room. It is therefore considered that these conditions are no longer required;**
- Condition 5 to 150051 – requiring an acoustic assessment relating to ventilation equipment – **drawings showing all of the acoustic equipment are provided. As all of this equipment will be located within an internal rooftop room / enclosure, it is not considered that a noise report is required in this instance, and it is therefore considered that this condition should not be required on this new planning consent;**
- Condition 6 to 150051 – requiring a refuse collection and delivery / servicing strategy to be approved – **Drawing No. 04.01A shows the proposed refuse storage location within the unit which will provide adequate general waste, recycling and glass storage. The collection frequency will be arranged and agreed with Reading Borough Council. It is noted that the Council have already discharged this condition in respect of Unit One, when they stated that “other delivery and servicing arrangements are considered to be adequately controlled by the existing highway restrictions for servicing within the central Reading Area.” It is therefore considered that this should be acceptable for Unit Two as well, and that this condition is no longer therefore required;**
- Condition 7 to 150051 and Condition 4 to 150203 – requiring details of a disabled access strategy to be approved – **it is intended that disabled access will be via the existing rear entrance door**

from Market Place, which will provide a level threshold and access from the street, into the unit. A disabled access lift will be provided to link from this raised rear part of the unit to the remainder of the restaurant, where the disabled WC is located. Staff will be on hand to assist any disabled customers requiring use of this lift. It is therefore considered that this condition should no longer be required;

- Condition 8 to 150051 – requiring a plan indicating the extent of any ancillary A3 bar to be approved – **Drawing No. 04.01A shows the proposed ground floor layout of the unit, including the extent of the ancillary bar. This is considered to be acceptable and as such this condition should not be required;**
- Condition 9 to 150051 – requiring written confirmation of a contract for the removal of anti-ram raid bollards to be approved – **it is understood that this matter has been dealt with by the landlord, and therefore no further condition on this new consent should be required;**
- Condition 12 to 150051 – stating that the A3 use hereby approved shall not operate outside of the hours of 0800 – 2300 each day – **this has now been varied in relation to Unit One (west) under consents 160358 and 161274, to allow for opening until 0030 on Thursday, Friday and Saturday nights. This application therefore seeks a new condition referencing these same trading hours in relation to Unit Two.**

b) Planning application for shopfront alterations

3.6 This application relates to minor alterations to the façade of the unit, extending from King Street and along High Street on the 1970s building, and to the rear, historic listed façade onto Market Place. These alterations follow-on from various alterations already approved by the Council under listed building consent application ref: 161395, and comprise the following:

- Installation of bronze-framed windows across the 1970s building, with planters to sill;
- Creation of new traditional timber entrance door to rear, Market Place elevation, on right hand window bay;
- Installation of external light fittings.

c) Advertisement consent application for new signage

3.7 This application seeks consent for the applicant’s proposed signage scheme, in order to advertise their presence to customers. This comprises:

- “Honest Burgers” green canvas awnings fitted to each bay on the 1970s building extending from King Street along High Street;
- Honest Burgers internally lit sign to glazing above King Street entrance door, with aluminium carcass clad with OSB board and finished with dark bronze green paint and satin white border;
- 3 No. Honest Burger internally illuminated projecting signs to King Street, High Street and Market Place elevations respectively, and supported by black metal batons;
- Honest Burgers lettering built up from descaled steel, finished in white and illuminated externally by 3 no. swan neck lights finished in black to Market Place elevation.

d) Listed building consent application

3.8 Listed building consent is also sought for the various shopfront alterations and signage proposals detailed above, as well as internal fit-out of the unit shown on the submitted layout plans. Given that the unit is internally a shell and relates primarily to the unlisted 1970s building, this is not considered to be contentious but layout drawings are nonetheless provided for the Council’s information, along with proposed floor and ceiling finish information, and internal sections for the ground floor.

Section 4 Planning Policy

4.1 The Development Plan for the site comprises the adopted policies of the Core Strategy (adopted 2008), Reading Central Area Action Plan (adopted 2009) and the Sites and Detailed Policies Document (adopted 2012). Consideration should also be given to the National Planning Policy Framework (2012) and relevant Supplementary Planning Documents (SPDs).

4.2 The adopted Proposals Map identifies that the site is located within the Reading Central Core, Office Core, Primary Shopping Area and Reading Central Area.

a) National Planning Policy Framework (2012)

4.3 The NPPF sets out the Government's planning policies and requires that a "presumption be given in favour of sustainable development", which should be seen as a "golden thread" running through both plan-making and decision taking. The NPPF goes on to specifically emphasise that local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development. It states that:

"Local planning authorities should look for solutions rather than problems. Decision-takers at every level should seek to approve applications for sustainable development where possible. Local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area."

4.4 Paragraph 67 of the NPPF states that "advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts." It also highlights that advertisements should only be subject to detailed assessment by the local authority when there is an appreciable negative impact on a building or setting.

4.5 The appropriate conservation of heritage assets forms one of the 'Core Planning Principles' (paragraph 17 bullet 10 of the NPPF) that underpin the planning system which sets out that planning should:

“Conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations”. (Our Underline)

- 4.6 The NPPF’s wider strategy for the conservation of heritage assets is set out principally in paragraphs 126 – 141, Section 12 of the NPPF “Conserving and enhancing the historic environment”.
- 4.7 Paragraph 126 sets out that heritage assets should be conserved in a manner that is appropriate to their significance.
- 4.8 Paragraph 132 sets out that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be.
- 4.9 Paragraph 137 states that local planning authorities should look for opportunities for new development within Conservation Areas to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.

b) Core Strategy (2008)

- 4.10 Policy CS7 requires all development to be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located. Development should respond positively to their local context and create or reinforce local character and distinctiveness.
- 4.11 Policy CS26 identifies Reading as a primary regional centre within the borough and will be the focus for major retail, leisure and culture provision. Ensuring the vitality and viability of these centres will be the focus of guiding development within the borough. Scale of development will be considered alongside vacancy rates in delivering upon this policy.
- 4.12 Policy CS27 seeks to retain a predominance of A1 uses within the designated centres across the borough. The policy also expresses a preference to A class uses in town centres where possible.
- 4.13 Policy CS33 sets out the Council’s policy with regard to the protection and enhancement of the historic environment. The policy states:

“Planning permission will only be granted where development has no adverse impact on historic assets and their settings. All proposals will be expected to protect and where appropriate enhance the character and appearance of the area in which they are located.”

c) Sites and Detailed Policies Document (2012)

4.14 Policy DM4 will preserve the amenities to surrounding neighbours and sensitive receptors to ensure an acceptable living environment is retained.

4.15 Policy DM22 relates to advertisements. This sets out that advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. Additionally, adverts will be assessed against the following criteria:

“a) Advertisements will not obstruct windows, any other sign already located on the building, or significant architectural features such as cornices or scrolls;

b) Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts;

c) Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the historic asset;

d) Advertisements will not reduce visibility for users of the highway or accesses onto the highway;

e) Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; and

f) Advertisements should not obscure the sight lines of cameras installed for public safety.”

- 4.16 Policy DM23 requires shopfronts to respect the character of the building on which they are located and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location. Features that positively contribute to the character of the building and street will be retained and, where possible, restored. Safety and security will be maintained and enhanced. This policy also seeks to retain an active frontage to the street at all times.

d) Reading Central Area Action Plan (2009)

- 4.17 Policy RC5 states that the design of proposals within the centre of Reading should demonstrate the following attributes:
- Respect the urban grain, relationship with neighbouring buildings, provide active frontages at ground floor level and not impeded movement through the centre.
 - Provide appropriate streetscape utilising and developing the sense of place and safety within the centre.
 - Use appropriate materials.
 - Contribute to the diversity of the town centre and be adaptable over time and be designed to enhance safety.
- 4.18 Policy RC6 identifies the spatial structure of the centre that the Council will reinforce which defines the central core as being the location for traditional town centre uses and the periphery, within defined locations, will be reserved for office led development.
- 4.19 Policy RC7 encourages the development of Leisure, Culture, Tourism within the Centre and identifies several uses that would be of particular benefit in widening the offer of the centre. One of these is additional restaurants, and a broader range of evening uses generally.
- 4.20 Policy RC10 relates to active frontages. This sets out that new developments (or alterations to existing uses) that front onto any of the designated active frontages will provide an active building frontage with a display window or glazed frontage at ground floor level, in order to contribute to the vibrancy of the Town Centre, and provide visual interest. Frontages should be of a high visual quality. Any frontages that have the potential to hinder movement or cause unnecessary safety risk will not be permitted.

e) Market Place/London Street Conservation Area Appraisal

- 4.21 The Market Place/London Street Conservation Area was first designated in 1972 and extended in 1982. The accompanying Conservation Area Appraisal was published in 2007. Further consideration is given to this document in the following Heritage Impact Assessment.

f) Planning Policy Summary

- 4.22 There is a clear national planning policy objective to support the needs of businesses and encourage sustainable economic development wherever possible. Local authorities should proactively work with applicants and look for solutions rather than problems in order to enable them to approve applications wherever possible. At a local level, the Council have adopted a strong policy emphasis on supporting and enhancing Reading's thriving evening economy.

Section 5 Planning and Heritage Assessment

5.1 The key issues in relation to the various applications are the principle of the proposed change of use, amenity, and impact of the scheme on design and heritage assets, including the listed buildings and wider Conservation Area. These matters are discussed below.

a) Principle of the proposed change of use

5.2 As we have discussed in the preceding sections of this report, the proposed A3 use has already been granted at this site. This application simply seeks a new consent to provide a clearer, single “catch-all” permission for Unit 2 which confirms the basement use and deals with relevant, previously conditional matters. As the principle of the proposed A3 use has already been granted in this location, this is considered to be entirely acceptable in planning terms.

b) Amenity

5.3 Similarly, given that the use has already been approved, this is considered to be acceptable in amenity terms. This new application seeks consent for trading hours until 0030 on Thursday, Friday and Saturday evenings, as per the approved trading hours for the neighbouring Unit One. Again, as these hours have already been approved for Unit One, it is considered that they are acceptable in this location.

5.4 The proposed roof layout drawings show all proposed extraction / ventilation equipment. This will all be located internally within the roof enclosure, and will not therefore have any noise implications and will essentially be entirely screened visually. The extract duct will run up internally within the building before discharging at high level above the roof and will also, therefore, have no impact on the surrounding amenity.

c) Design and heritage matters

5.5 The application site lies within the Market Place / London Street Conservation Area, and the surrounding buildings on King Street and Market Place, as well as 10 High Street which forms part of the application premises, are Grade II listed. These are therefore the key relevant heritage assets to which these proposals relate.

- 5.6 The site lies in the northern part of the linear Market Place / London Street Conservation Area, which follows the original Roman route which bridges the River Thames through Reading. The Conservation Area is centred around the historic market square which was located outside the western gates of Reading Abbey's grounds. This market square is where Market Place is now established (a semi-pedestrianised public square), and the application site lies on its southern side.
- 5.7 The Council's Conservation Area Appraisal notes that the special character of the area is derived from its historic townscape centred around the setting and architecture found around Market Place and the unique vistas of St Laurence's Church and the Town Hall complex. It also specifically highlights the negative impact that the 1970s modern side extension (the building to which this application primarily relates) makes to the character of the conservation area, noting that *"modern architecture in Market Place is undistinguished and fails to respect neighbouring historic buildings."*
- 5.8 The internal works to the building primarily relate to the 1970s building which is of no historic interest. The interior of the unit is essentially a shell, and the proposed fit-out works will provide a high quality interior that will create an attractive, visually pleasing dining space visible from the street through the various windows around the property, and with views out onto the Market Place from the north.
- 5.9 The proposed ventilation equipment on the roof will be entirely screened and hidden from view within the roof plant room, and will not therefore have any detrimental impact on the character of the listed buildings, their setting or that of the wider Conservation Area.
- 5.10 With regard to the proposed shopfront works, these are modest in nature and it is considered that they will significantly enhance the appearance of the buildings, including the listed 10 High Street building, to their benefit and to that of the character and appearance of the wider Conservation Area. The proposed new windows, combined with the addition of awnings and the new signage scheme, will add interest to the bland, drab 1970s façade, creating an attractive, active frontage that will add to the vibrancy of the area. Similarly, the proposed signage to the Market Place end of the building will add interest to this also currently vacant, drab frontage. The proposed new shopfront door will be traditional in design, complementing the historic nature of this part of the building, and is considered to represent a significant improvement on the already approved glass door to this façade. Indeed, it is considered that the new door will represent a significantly more historically sympathetic addition. The external light will also enhance the building, providing subtle, soft lighting to the piers, emphasising the historic building and enhancing the character of the wider square.

- 5.11 Overall, the proposed works will enhance the vibrancy and vitality of the surrounding area, improving the appearance of both the 1970s building and the historic listed building, and therefore enhancing the overall character and appearance of the wider Conservation Area. They are therefore considered to be entirely acceptable in heritage terms.

Section 6 Design and Access Statement

a) Use

- 6.1 The proposed use of the premises is for Class A3 restaurant purposes. This is in line with the existing approved use.

b) Amount and Scale

- 6.2 The overall scale of the building will remain unchanged. The various proposals relate exclusively to alterations to the existing building, comprising shopfront works, internal fit-out, roof plant and change of use.

c) Layout and Appearance

- 6.3 The proposed works will upgrade and enhance the appearance of this currently vacant unit, which as existing provides a drab, bland and run down frontage in a prominent part of Reading town centre. The creation of a new entrance onto Market Place will add activity to this public square, and will enhance the appearance of this listed façade by providing a traditional doorway.

d) Landscaping

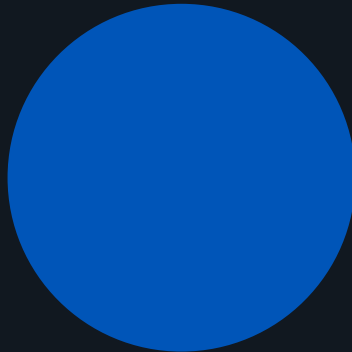
- 6.4 There is no landscaping proposed by these applications

e) Access

- 6.5 The proposed access to Market Place will improve access arrangements to the unit, providing a second point and providing level disabled access.

Section 7 Conclusions

- 7.1 This Statement has been submitted in support of several associated applications (submitted on behalf of Honest Burgers Ltd), respectively seeking the following:
- Planning consent for use of the unit (including basement) for Class A3 purposes, with trading hours until 0030 on Thursday, Friday and Saturday evenings, and requirements of planning conditions on previous consents signed off;
 - Planning consent for shopfront alterations;
 - Advertisement consent for new signage;
 - Listed building consent for internal alterations along with shopfront and signage works.
- 7.2 The above assessment has demonstrated that the proposed works are acceptable in planning policy terms. They will enable the application premises to be brought quickly back into a productive, economic, employment generating use that will make a positive contribution to the vitality and viability of Reading Town Centre. They will have no detrimental impact on the amenity of the area, and will upgrade and enhance the appearance of both the application building (including the Grade II listed 10 High Street), and the wider Market Place/ London Street Conservation Area.
- 7.3 In the light of the above, we trust that officers will be able to support these applications, and look forward to discussing the proposals further.



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