

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 230876/FUL

Address: 70 Broad Street, Reading, RG1 2AF

Proposals: Replace former retail unit with new retail unit

Case Officer: Mr Ryan Allen

Date received (valid from): 7 July 2023 Target Decision date: 25 September 2023

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 230877/ADV

Address: 70 Broad Street, Reading, RG1 2AF

Proposals: New shopfront signage

Case Officer: Mr Ryan Allen

Date received (valid from): 21 June 2023 Target Decision date: 25 September 20

1. SITE DESCRIPTION

The application site is a retail unit located on Broad Street, Central Reading; identified as a Primary Shopping Area. The immediate streetscene is predominantly commercial and the building the unit is located in is not listed, not is the application site situated within a Conservation Area.

2. PROPOSAL AND SUPPORTING INFORMATION

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Planning permission is sought for the replacement of a former retail unit with new retail unit.

Plans considered:

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Received 21/06/23

Drawing No: A001 - Existing Location OS Map & Photos - dated N/A

Drawing No: A002 - Block Plan - dated N/A

Drawing No: A300 - Existing Shop Front Elevation - dated N/A

Drawing No: A301 - Proposed Shop Front Elevation Details - dated N/A

Drawing No: A302 - Proposed Awning Details - dated N/A

Drawing No: A303 - Proposed Vertical Signs Details - dated N/A

Received 07/07/23

Planning Statement - dated 07/07/23

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Received 21/06/23

Drawing No: A001 - Existing Location OS Map & Photos - dated N/A

Drawing No: A002 - Block Plan - dated N/A
Drawing No: A300 - Existing Shop Front Elevation - dated N/A
Drawing No: A301 - Proposed Shop Front Elevation Details - dated N/A
Drawing No: A302 - Proposed Awning Details - dated N/A
Drawing No: A303 - Proposed Vertical Signs Details - dated N/A

3. RELEVANT PLANNING HISTORY

N/A

4. CONSULTATIONS

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The following addresses were consulted by letter.

72 Broad Street, Reading, Berkshire, RG1 2AF
68 Broad Street, Reading
The Bees, 20 Belle Avenue, Reading, RG6 7BL
75 Blakes Quay, Reading, RG1 3EN
34 Bran Close, Tilehurst, Reading, RG30 4SY
142 Southampton Street, Reading, RG1 2RD

Letters of representation have been received as follows:

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One letter of support and three letters of objection were received. The former detailed support for the new business intended at the site as it was considered a positive addition to the high street. Whereas the former objections drew concerns regarding the adjacent disabled parking bays at the site, as well as the proposed alterations to the stall-riser and the addition of another bakery opening within the town centre.

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None.

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.

5. LEGAL AND PLANNING POLICY CONTEXT

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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. Material considerations include relevant policies in the National Planning Policy

framework (NPPF) - among them the 'presumption in favour of sustainable development'. The following local and national planning policy and guidance is relevant to this application:

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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.

National Policy and Guidance

National Planning Policy Framework
National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7: DESIGN AND THE PUBLIC REALM

CC8: SAFEGUARDING AMENITY

OU4: ADVERTISEMENTS

OU5: SHOPFRONTS AND CASH MACHINES

SPG/SPD

Design Guide to Shopfronts (2022)

APPRAISAL

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The proposal would only alter the appearance of the shopfront from existing slightly and is therefore considered minimal. The proposed alterations would not detract from any pattern on the streetscene as the surrounding commercial properties vary in design and would be in line with the council's supplementary guidance (Design Guide to Shopfronts (2022)). Multiple shopfronts in the immediate vicinity have brought the front door of their commercial units forward, resulting in the loss of recess of the doorway, resulting in a proposal that would be in keeping with the surrounding area. Overall, the proposal is compliant with policies CC7 & OU5 of the Reading Borough Council Local Plan (2019).

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The proposed signage is not considered to detract from the visual amenity of the local area and is in keeping with the character of the busy high- street in terms of design and materials used. Illumination levels are to be lit at 150cd/m², way below the maximum allowance 600cd/m² as referenced in policy OU4 of the Reading Borough Council Local Plan (2019).

Overall, signage is considered acceptable in terms of policies CC7 and OU4 of the Reading Borough Council Local Plan (2019).

The NPPG (in particular in this instance Paragraph: 068 Reference ID: 18b-068-20140306 &

Paragraph: 078 Reference ID: 18b-078-20140306) provides guidance as to the considerations affecting public safety. These are detailed below (in italics), together with officer responses in relation to the proposal (in bold):

The main types of advertisement which may cause danger to road users are:

(a) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; **NO**

(b) those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature; **NO**

(c) those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface); **NO**

(d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology:

- i. where the means of illumination is directly visible from any part of the road;
- ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **NO**

iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **NO**

iv. which are subject to frequent changes of the display; **NO**

(e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **NO**

(f) those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; **NO**

(g) those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example:

i. those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs; or **NO**

ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts. **NO**

(h) those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which: **NO**

i. contain a large arrow or chevron (or have a pointed end and have only a few words of message); **NO**

ii. invite drivers to turn right on a main road, or where there is fast moving traffic; **NO**

iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; or **NO**

iv. are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard. **NO**

The prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras. **NO**

In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.

RECOMMENDATION

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Subject to the following conditions:

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TL1

AP1

M3

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A1

AD1

AD2