

DELEGATED APPLICATION REPORT

Ward: Southcote

App Ref: 221586/FUL & 221587/ADV

Address: 40 Coronation Square, Reading, RG30 3QN

Proposals: Retrospective application for an automated teller machine and associated signage

Case Officer: Sian Hickey

Applicant: Cardtronics UK Ltd, trading as CASHZONE

Date received (valid from): 24 October 2022

Target Decision date: 19 December 2022

DELEGATED APPLICATION REPORT

1. SITE DESCRIPTION

The application site is a three storey building located in Coronation Square, this application only relates to the ground floor. The site is not a listed building, nor does it fall within a conservation area. The surrounding area is a mix of commercial and residential units.



2. PROPOSAL AND SUPPORTING INFORMATION

Planning permission is sought for an automated teller machine (ATM) and associated signage. As the construction has been completed this proposal is being assessed retrospectively. The ATM is located in the front facing window with illuminated logo signage non-illuminated di-bond surround signage. The luminance from the logo signage is 100cd/m². The surround signage measures approximately 1.379m in height and 0.866m in depth. The signage associated with this proposal is being considered in application 221587. Application 221586 concerns the installation of the ATM.

Plans and documents considered:

Design and Access Statement

Location Plan

Photograph

Drawing No. NW0055 - ATM Surround Signage

Drawing No. nw0066A - ATM Logo Signage

Drawing No. EO24481 - Existing and Proposed Floor Plans and Elevations

Received 24/10/22

Block Plan

Received 02/11/22

3. RELEVANT PLANNING HISTORY

990601 - Change of use from retail (A1) to a community cafe incorporating an advice centre - Permitted

4. CONSULTATIONS

The following addresses were consulted by letter:

50 Coronation Square, Reading, RG30 3QN
42 Coronation Square, Reading, RG30 3QN
46 Coronation Square, Reading, RG30 3QN
48 Coronation Square, Reading, RG30 3QN
30a Coronation Square, Reading, RG30 3QN
45 Coronation Square, Reading, RG30 3QP
44 Coronation Square, Reading, RG30 3QN

No letters of representation have been received.

CCTV - No objections

Crime Prevention Design Advisor - No comments received

Transport - There is sufficient manoeuvrability for pedestrians when there is a queue for the ATM without causing an obstructing. In view of this it is considered that the installation of an ATM in this location is acceptable, and Transport does not have any objections. The maximum luminance from the ATM Signage should not exceed 600 cd/m².

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

221586/FUL

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:

The 'National Planning Policy Framework' ('NPPF') 2021 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 Plan 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).

221587/ADV

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

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)

Other documents

Design Guide to Shopfronts SPD (Adopted January 2022)

6. APPRAISAL

221586/FUL

The situation and overall design of the ATM is not considered to detrimentally impact the character and appearance of the existing building or of the surrounding area. The

proposal is considered small in scale with minimal visual impact. The applicant has specified in the Design and Access statement that the site has approval from Cash in Transit Company. The approval relates to the protection of staff and customers when accessing the ATM. The selected area is considered to be a well-lit open area in full view of pedestrians aiding natural surveillance. Therefore, the proposal is considered acceptable in terms of Amenity, Character and Appearance, and Security, Public Safety and Accessibility.

221587/ADV

The signage surrounding the ATM machine is considered to be acceptable in terms of design and scale. The signage is located in a position that does not cause a physical obstruction to members of the public using the highway. Given this, the advertisement is considered compliant with policies OU4 and CR7 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; **NO**

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.

7. CONCLUSION

The development has been assessed and the works are considered to be in accordance with the relevant policies and planning permission can be granted.

8. RECOMMENDATION

221586/FUL - GRANT

221587/ADV - GRANT