

DELEGATED APPLICATION REPORT

Target Date: 07/02/2020

Application No: 191973/ADV (Retrospective)

Address: 980 Oxford Road, Tilehurst, Reading, RG30 6WR

Proposal: The installation of 3 non illuminated vinyl advertisements and 1 illuminate logo panel.

Case Officer: David Brett

Applicant: Cardtronics UK Ltd, trading as Cashzone

Site Description and Surrounding Area

The proposal site is situated in Tilehurst at the front elevation of Waitrose, 980 Oxford Road. The existing plan consists of a shopping trolley park, fronted by canopy support for the host building, and a post box. The proposal site fronts on to a pathway that goes from the entrance of Waitrose to the North side of Oxford Road, allowing for pedestrian access to the shop.

Upon a further site visit on Thursday 30th January 2020, it was discovered that the plans have already been implemented and the construction complete (see photo in appendix of this report for reference). As a result, this proposal is now being assessed retrospectively.

Proposal

The proposal is seeking for 3 non-illuminated vinyl advertisements and 1 illuminated logo panel to be displayed on the proposed Automated Teller Machine (considered under proposal 191972).

Plans Considered

The agent supplied the following:

- Design and Access Statement - E023235
- Site Plan (with red outline)
- Proposed Automated Teller Machine (ATM) Installation for Cashzone - E023235-DG
- 6625 Illuminated Fascia Panel (Waitrose) - CSS 0001-CB - Sheet 3

These plans were received on 13th December 2019

Relevant Planning History

Application 191973 was submitted in conjunction with application 191972. 191972 is a proposal for the retention of an Automated Teller Machine and non-illuminated signage with a steel bunker.

Consultation Responses

Reading Borough Council Transport

The proposal is for the installation of an ATM in an external bunker to the right hand side of the main entrance at Waitrose Reading. The ATM will be housed in a new grey steel

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.

Advertisements: restriction on illumination

- *The maximum luminance from the ATM Signage 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.

Reading Borough Council Ecology

- No response.

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.

Relevant Planning Policy and 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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. However the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

In this regard, the NPPF states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy, Sites and Detailed Policies Document and Reading Central Area Action 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).

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.

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

Reading Borough Local Plan (Adopted November 2019)

- OU4: Advertisements
- CC7: Design and the Public Realm
- EN13: Biodiversity and the Green Network
- TR3: Access, Traffic and Highway-Related Matters

The main issues to be considered are:

- A. Character and Appearance, Security and Public safety
- B. Green Link

Appraisal

A) Reading Borough Local Plan Policy OU4: Advertisements

The Reading Borough Local Plan advertisements policy (OU4) states that all adverts need to comply with the following criteria in order to be approved:

Advertisements will not obstruct windows, any other sign already located on the building, or cut across significant architectural features such as historic fascias, windows, pilasters, cornices or scrolls.	Complies
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Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts.	Complies
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Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest.	Complies
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Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies
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Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	Complies
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Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies
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B) EN13: Biodiversity and the Green Network

As the installation is on an already developed area within 980 Oxford Road, it is considered that there is not a significant enough a loss in biodiversity to refuse this application. Reading Borough Council Ecology have been consulted on this application, no comment has been received regarding this application.

Conclusion

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

Recommendation

CONSENT

CONDITIONS

A1: STANDARD ADVERT REQUIREMENTS

- 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.
- 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.
- 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.
- 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.
- 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.

AD1: ADVERT LUMINANCE

The maximum luminance from the sign hereby consented shall not exceed 600 cd/m².

REASON: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019.

AD2: APPROVED PLANS (ADVERTS)

The advertisements hereby consented shall be carried out in accordance with the following approved plans:

- Design and Access Statement - E023235
- Site Plan (with red outline)
- Proposed Automated Teller Machine (ATM) Installation for Cashzone - E023235-DG
- 6625 Illuminated Fascia Panel (Waitrose) - CSS 0001-CB - Sheet 3

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REASON: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with Policy OU4 of the Reading Borough Local Plan 2019.

INFORMATIVES

IF1: Positive and Proactive Working - approval

The Local Planning Authority has worked positively and proactively with the applicant to resolve relevant matters to allow permission to be granted within the prescribed target or agreed extended timescale for the decision to be issued.

IF5: Terms

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.

APPENDIX



Figure 1: Proposed ATM and bollard taken on 30/01/2020



Figure 2: Proposed ATM and bollard taken on 30/01/2020