

DELEGATED APPLICATION REPORT

Target Date: 13/05/2020

Application No: 200436/FUL (Retrospective)

Address: 83 Kings Road, Reading, RG1 3DD

Proposal: The retrospective application for the installation of an ATM installed through a secure panel to the right hand side of the shop front.

Case Officer: David Brett

Applicant: Notemachine UK Ltd

Site Description and Surrounding Area

The proposal site is a newsagent at 83 Kings Road. Number 83 is within a terraced row to the north side of Kings Road. The proposal site has three storeys; the ground floor is A1 use, with the first and second floors being flats (C3). The exterior of the proposal site features red brick on the first and second floors, with a blue and green shopfront at ground floor level. The front elevation of 83 Kings Road is immediately at the public footpath along Kings Road. The surrounding area largely consists of shops and pubs at ground floor level, with residential uses from the first floor upwards. There are also some large office buildings west of 83 Kings Road.

The 17 bus route runs along Kings Road is in close proximity to a busy intersection on the IDR. The area experiences heavy traffic on the highway and on footpaths at peak hours.



1. Pre-Existing Elevations. Photo taken on 05/12/2019.



2. Existing Elevations. Photo taken on 12/05/2020.

Proposal

The proposal seeks the retention of an ATM that has been built in to the shopfront at 83 Kings Road. The ATM faces out to the public footpath along Kings Road.

Internal Consultations

Reading Borough Council Transport - Response received on 23/04/2020

- *The number of car movements created by the ATM would be negligible most of which would be in and around the town centre and as such would be able to make*

use of cash points there, the restrictions in place surrounding the site prevent on street parking and there are parking bays opposite which customers can use, however I would envisage pedestrians using this facility and therefore I have no objection to it.

External Consultees

81 Kings Road, Reading, RG1 3DD - No response has been received.
First Floor Flat, 81 Kings Road, Reading RG1 3DD - No response has been received.
Second Floor Flat, 81 Kings Road, Reading, RG1 3DD - No response has been received.
85 Kings Road, Reading, RG1 3DD - No response has been received.
85A Kings Road, Reading, RG1 3DD - No response has been received.

Plans/Documents Considered

The agent supplied the following plans:

- Design and Access Statement
- As-Installed Plan and Elevation - T019803_AI
- Pre-Existing Plan and Elevation - T019803_PE
- Surcharge Fascia Elevation - 5887
- Location Plan - T019803

These plans were received on 18th March 2020

Relevant Planning History

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.

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. The Development Plan for Reading relevant to the application site comprises the Reading Borough Local Plan (adopted November 2019).

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).

Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework 2012;

National Planning Policy Guidance 2014 onwards;

Reading Borough Local Plan (November 2019)

- CC7: Design and the Public Realm
- CC8: Safeguarding Amenity
- TR3: Access, Traffic and Highway-Related Matters
- OU5: Shopfronts and Cash Machines
- EN15: Air Quality

Appraisal

The main issues considered in this proposal are as follows:

- a) Amenity, Character and Appearance
- b) Security, Public Safety and Accessibility
- c) Air Quality

a) Amenity, Character and Appearance

This proposal is not considered to have a detrimental impact to amenity in the surrounding area. The ATM is housed within the shopfront at 83 Broad Street. The ATM is bordered by a black bezel and internally illuminated signage, which is set within a white wall. The situation and overall design of the ATM is not considered to detrimentally impact the character and appearance of the surrounding area. The colour chosen for the housing allows for the ATM to not appear visually intrusive. The proposal is not considered to be visually intrusive given the commercial setting of the surrounding area. The materials surrounding the ATM have been selected to match the existing shopfront, so the ATM does not look out of place within the overall presentation of the shopfront

b) Security, Public Safety and Accessibility

The ATM is sited within the shop front at 83 Kings Road. The situation of the ATM benefits from being visible and having clear sight lines to the surrounding area. The ATM is sited in a well-lit, open area; this increases the sense of public safety and security when using the machine. As advised by Transport; the ATM will most likely be used by pedestrians as the existing parking restrictions nearby would deter motorists from using the ATM. Overall, it is not considered that this proposal has a detrimental impact to security, public safety or accessibility for the surrounding area.

c) Air Quality

This proposal has been considered against Reading Borough Local Plan policy EN15, as the proposal site is within an Air Quality Management Area (AQMA). As demonstrated in the policy, this proposal does not meet the requirements for an Air Quality Assessment (AQA) and is considered not enough of a detrimental impact air quality to warrant such an assessment due to the size and scale of the proposal.

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

GRANT

Conditions

AP1: Approved Plans

The development hereby permitted shall ONLY be carried out in accordance with the following approved plans:

- Design and Access Statement
- As-Installed Plan and Elevation - T019803_AI
- Pre-Existing Plan and Elevation - T019803_PE
- Surcharge Fascia Elevation - 5887
- Location Plan - T019803

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REASON: For the avoidance of doubt and to ensure that the development is carried out and adhered to in accordance with the application form and associated details hereby approved.

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.