

DELEGATED APPLICATION REPORT

Target Date: 14/02/2020 (later extended to 02/03/2020 to allow for assessing and agreeing appropriate noise mitigation measures)
Application No: 191598/ADV
Address: 6 Broad Street, Reading, RG1 2BH
Ward: Abbey
Case Officer: James Schofield
Proposal: Display of various illuminated and non-illuminated signage.

1. SITE DESCRIPTION AND CONTEXT

The development site relates to a high-street shop (use class A1) most recently in use as a shoe shop. The shop has large glass shopfront windows, fascia boards and an illuminated projecting sign. The area is best characterised as a busy commercial pedestrianised street opposite a well-used entryway to the Oracle Shopping Centre; being the closest for foot traffic inbound from the train station to the north. The site is within the Market Place/London Street Conservation area and one door down from 2, 3 and 3A Broad Street which is a Grade II Listed 18th century building at the corner of Butter Market and Broad Street (Listing NGR: SU7164473433). The building under consideration in the application appears to be a relatively unremarkable mid-twentieth century four-storey building. The rear of the site backs on to a small utilitarian courtyard shared by the businesses, offices and numerous residential flats between 4-8 Broad Street and 37-42 Market Place.

2. PROPOSALS

The application seeks advertisement consent for two internally illuminated fascia advertisements, internally illuminated ATM surround advertisement, vinyl window graphics and vinyl sign related to a full application to convert the shop into a bank (related application ref: 191597). Plans and other materials considered;

Drawing No: E6617-SK-E1 Front Elevation Existing with Demolitions
Drawing No: E6617-GA-E1 Front Elevation Proposed
Drawing No: E6617-SK-E2 Rear Elevation Proposed (**superseded on 14 October 2019**)
Drawing No: E6617-EX-GA Ground Floor Existing with Demolitions
Drawing No: E6617-GA-GA Ground Floor General Arrangement E&W T1
Drawing No: E6617-E1-DT Signage Detailing Proposed
Drawing No: E6617-EX-LP Location Plan (**superseded on 14 October 2019**)
As received 2 October 2019

Drawing No: E6617-EX-LP Location Plan
Drawing No: E6617-E1-DT Signage Detailing Proposed
Drawing No: E6617-SK-E2 Rear Elevation Proposed (**superseded on 13 February 2020**)
As received 14 October 2019

Environmental Noise Survey and Plant Noise Assessment Report
As received 19 December 2019

Drawing No: E6617-GA-E2 Rear Elevation Proposed
Drawing No: G20817-01 Proposed Condenser Discharge Silencer Model: C100-1-Spec
Daikin Air Conditioning Technical Data REMQ-U, REYQ-U
Outdoor Unit REMQ-U, REYQ-U Sound Data
As received 13 February 2020

3. CONSULTTEES

a) Neighbours

A site notice was displayed from the 7th of November 2019 and the following addresses were consulted by letter:

4-5 Broad Street, Reading, Berkshire, RG1 2BH
7-8 Broad Street, Reading, RG1 2BH
Flat 7, 37 Market Place, Reading, RG1 2DE
Flat 12, 37 Market Place, Reading, RG1 2DE
Flat 5, 37 Market Place, Reading, RG1 2DE
Flat 8, 37 Market Place, Reading, Berks, RG1 2DE
38 Market Place, Reading, RG1 2DE
39 Market Place, Reading, RG1 2DE
41 Market Place, Reading, Berkshire, RG1 2DE
Flats 1-20, 42 Market Place, Reading, RG1 2DE

No responses were received.

b) Environmental Health

The Environmental Health Officer did not raise any objections relating to proposed advertisements.

c) Transport

No objections subject to condition limiting levels of illumination.

d) Thames Valley Police Service

Officers did not object to the advertisements.

4. RELEVANT PLANNING HISTORY

None relevant.

5. 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.

7. LEGAL AND PLANNING POLICY CONTEXT

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 (2019)*.

The ‘*National Planning Policy framework*’ (‘NPPF’) 2019 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). Accordingly, the ‘NPPF’ and the following development plan policies and supplementary planning guidance are relevant. 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 Planning Policy

National Planning Policy Framework (2019)

National Planning Practice Guidance

Reading Borough Local Plan (adopted 2019):

CC7: Design and the Public Realm

CC8: Safeguarding Amenity

CR2: Design in Central Reading

CR15: The Reading Abbey Quarter

TR3: Access, Traffic and Highway-Related Matters

OU5: Shopfronts and Cash Machines

EN1: Protection and Enhancement of the Historic Environment

EN3: Enhancement of Conservation Areas

8. APPRAISAL

8.1 Principle of development

The application seeks permission to replace and introduce new signage associated with the change of use of the shop to a bank and the installation of an ATM to the front elevation. Such works are supported in principle by policies of the Reading Borough Local Plan (2019) subject to a number of criteria ensuring the effects of the development are not harmful. This will be considered in more detail in the following sections.

8.2 Amenity

Policy CC7 of the Reading Borough Local Plan (2019) requires development to be of a high design quality that maintains and enhances the character and appearance of the area in Reading in which it is located. Policy OU4, OU5, CR2, CR15, EN1 and EN3 provide further clarity to high design quality as it relates to advertisements, shopfronts and cash machines; specifically, that they must respect the character of the building and

surroundings in terms of design, materials, lighting, location and the specific features of conservation areas.

The design of the advertisements are broadly similar to those which were pre-existing and are not considered to result in any material harm to the immediate character or appearance of the building or the conservation area, and as such, the proposal is understood to comply with Policies CC7, OU4, OU5, CR2, CR15, EN1 and EN3 regarding amenity.

8.2 Public Safety

The proposed signage would be located in a position that would not cause a physical obstruction to or distraction of members of the public using the highway. The proposal is therefore considered acceptable in public safety terms in accordance with Policy TR3 of the Reading Borough Local Plan (2019) provided a condition limiting maximum illumination for illuminated advertisements to 600 cd/m² is attached to any consent.

9. CONCLUSION

In light of the above assessment the proposal is considered to accord with the requirements of the development plan and is therefore recommended for approval subject to conditions.

10. RECOMMENDATION

GRANT

11. CONDITIONS

1. A1 Standard Advert Condition
2. Standard Advert Time Limit
3. AD2 Approved Plans
4. AD1 Levels of luminance