

DELEGATED APPLICATION REPORT

Target Date: 7/11/19

Application No: 191478/FUL
Address: Reading Local, Kings Road, Reading, RG1 4JL
Ward: Redlands
Case Officer: James Schofield
Proposal: The retrospective application for the installation of an ATM installed through a secure panel to the right hand side of the shop entrance.

1. SITE DESCRIPTION AND CONTEXT

The development site relates to a convenience shop at the base of a modern six-storey building at the corner of Victoria Street and King's Road. The unit is occupied by 'Reading Local' and has glass shopfront windows and various advertisements. The development site is within the Eldon Square conservation area.

2. PROPOSAL

The application seeks retrospective permission for the installation of an ATM to the shop front (related advertisement application ref: 191478):

3. CONSULTEES

Neighbours

A site notice was displayed from 3 October 2019. No comments have been received in relation to the application.

Transport

No objections were raised by officers subject to conditions.

CCTV & Community Safety

No responses were received from either prior to the target date.

4. PLANS/DOCUMENTS CONSIDERED

The agent supplied the following:

Design & Access Statement

Drawing reference: T019338 - Location Plan

Drawing reference: T019338_PE - Pre-Existing Plan and Elevation

Drawing reference: T019338_AI - As-Installed Plan and Elevation

Part No: ICL-4003-NM-6626H-1 - 6626 'Halo' Surround 'Free Cash' Branding Front

Received on 11 September 2019

5. RELEVANT PLANNING HISTORY

None relevant.

6. 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. 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:

National Planning Policy

National Planning Policy Framework (2019)

National Planning Practice Guidance

Reading Borough Local Plan (adopted 2019):

CC7: Design and the Public Realm

TR3: Access, Traffic and Highway-Related Matters

OU5: Shopfronts and Cash Machines

8. APPRAISAL

8.1 Principle of development

The application seeks retrospective permission for the installation of an ATM to the front elevation of an established corner shop. 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 Character

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 OU5 provides further clarity to high design quality as

it relates to 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 appearance of the ATM is largely a product of its intended function. Its design is not considered to result in any material harm to the immediate character or appearance of the shop for which it is part, the wider building in which it is located, or the surrounding Conservation Area. As such, the proposal is considered to comply with Policies CC7 and OU5 of the Local plan 2019.

8.2 Transport

The position of the ATM does not cause a physical obstruction to or distraction of members of the public using the highway. Furthermore it is able to rely on the shop's associated parking and access. The proposal is therefore considered acceptable in terms of Policy TR3 of the Reading Borough Local Plan (2019).

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. AP1 Approved Plans