

DELEGATED APPLICATION REPORT

Target Date: 6/11/19

Application No: 191479/ADV
Address: Reading Local, Kings Road, Reading, RG1 4JL
Ward: Redlands
Case Officer: James Schofield
Proposal: Integral illumination and screen to the ATM fascia Internally illuminated Free Cash Withdrawals sign above the ATM Blue LED halo illumination to the surround.

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. PROPOSALS

The application seeks retrospective permission for illuminated advertisements and screen for an ATM (seeking permission under application ref: 191478). Plans considered;

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

3. CONSULTATION

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. 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

TR3: Access, Traffic and Highway-Related Matters

OU4: Advertisements

OU5: Shopfronts and Cash Machines

8. APPRAISAL

8.1 Principle of development

The application seeks retrospective permission to introduce signage associated with 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 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 and OU5 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 and OU5 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 the ATM 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. AD2 Approved Plans
3. AD1 Levels of luminance