

DELEGATED APPLICATION REPORT

Address: 201 - 205 Broad Street Mall

Application No: 180226 FUL & 180227 ADV

Proposal: 180226 FUL - Installation of automated teller machine (ATM)

180227 ADV - Installation of 2 x internally illuminated signs associated with advertising the ATM

Applicant: Metro Bank PLC

Date received (valid from): 06/02/2018

Target Decision date: 06/04/2018

Case officer: Tom French

1. Site description and Surrounding Area

The application site is in the Broad St Mall shopping centre, bounded by Oxford Road to the north, St Mary's Butts to the east, Hosier St / Dusseldorf Way to the south and Queens Walk to the west. The site is designated (RC2d) within the Central Area Action Plan for redevelopment for continued retail/leisure provision, maintaining frontages along Oxford St and St Mary's Butts. The site is on the corner of Oxford Road and St Mary's Butts and forms the corner of the Broad Street Mall building. The site has prominent glass frontages and is not accessible from inside the Broad Street Mall.

2. The Proposal

Full planning permission is sought for the installation of an ATM in the Oxford Road elevation. The ATM would be 0.6m wide and 1.08m height and would be 0.7m above floor level.

Advertisement consent is sought for 2 internally illuminated signs to sit in the ATM casing with dimensions of 78 x 314mm and 176 x 464mm.

3. Consultation

Two site notices were displayed on 22/02/2018. No responses have been received.

RBC Transport Development Control provided the following consultation:

The proposal consists of the installation of 2 x illuminated ATM signage for Metro Bank.

There are no transport objections to the proposed advertisement consent subject to the condition below.

Advertisements: restriction on illumination

- The maximum luminance from the ATM Signage should not exceed 1000 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.

4. Plans and Documents Considered

The Council, in reaching its recommendation, has taken into consideration the following plans & documents:

Drawing No.:

- A1.0 - Proposed Plans
- A-7.1 - Proposed Exterior ATM
- E1.0 - Existing Plans
- PP1 - Site Location Plan

As Received: 06/02/2018

5. Relevant Planning History

There is an extensive planning history to Broad Street Mall. Most recent and relevant:

05/07/2018 - 161247 - ADV - Proposed 6.5m x 4.1m outdoor LED Screen above eastern Oxford Road entrance to the Broad Street Mall building - Application Permitted

10/03/2017 - 170383 - ADV - 6.2m x 4.2m Outdoor LED Screen and 2No. 0.7m x 3.1m Non-Illuminated tenant signs above eastern Oxford Road entrance to the Broad Street Mall building - Application Permitted

21/07/2017 - 171230 - FUL - Erection of a temporary two and part three-storey building (constructed using shipping containers) to create a mixed-use urban market comprising Retail (Use Class A1) and Restaurants/Cafés (Use Class A3), including use of external spaces at roof level; Refuse store, cycle parking and associated works (amended description) - Application Permitted

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. Relevant Planning 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 Local Development Framework '*Core Strategy*' 2008 (Altered 2015) and '*Sites and Detailed Policies Document*' 2012 (Altered 2015).

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). Accordingly, the 'NPPF' and the following development plan policies and supplementary planning guidance are relevant:

8. Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework;
National Planning Policy Guidance;

RBC Local Development Framework

Reading Borough Local Development Framework Core Strategy (2008) (Altered 2015) Policies:

CS7: Design and the Public Realm
CS20: Implementation of the Reading Transport Strategy

Sites and Detailed Policies Document (2012) (Altered 2015)

DM4: Safeguarding Amenity
DM12: Access, Traffic and Highway-Related Matters
DM22: Advertisements
DM23: Shopfronts and Cash Machines

9. Appraisal

180226/FUL

Design, Impact on the Character of the Area and Street Scene

The ATM would be positioned on the north side of the bank, to the west of the main entrance on Oxford Road. Although visible from the street scene, the scale, bulk and height would be of a modest nature and the materials to be used are considered to integrate reasonably well with the modern appearance of the bank. Due to its size, siting and nature the development is not considered to unduly detract from the character of the building or the surrounding area.

There would be no material loss of amenity to the occupiers of nearby buildings.

Impact on Highways

Albeit visible to road users and pedestrians alike, the siting of the ATM, and the associated use, is not considered to adversely impact upon the existing access/egress arrangements or result in adverse intensification of the site of which would give rise to undue highway safety impacts.

Safety and Security

In a supporting letter the applicant has stated that the ATM would be fitted with 'high level security devices (including CCTV) to monitor both inside and out of the stores. In this respect, the additional ATM unit will help maintain security standards and crime prevention procedures at the store'.

As such, the proposal is considered to be appropriate in this regard.

180227/ADV

Whilst the visibility of the ATM would be further highlighted by the blue internally illuminated 'FREE CASH WITHDRAWALS' and 'METRO BANK FREE CASH WITHDRAWALS' signs, these are considered to be of a scale, design and appearance compatible with the contemporary character of the shopfront without giving rise to undue clutter.

The proposal is not considered to detract from the amenities of neighbouring building within the surrounding area.

Further, the proposal would not result in any detrimental highway safety impacts, subject to a condition specifying the luminance to be 540 cd/m² as per the details specified on the application form by the applicant.

10. Recommendation

Grant permission for both 180226/FUL and 180227/ADV subject to the following conditions:

Conditions

1. 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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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

Drawing No.:

- A1.0 - Proposed Plans
- A-7.1 - Proposed Exterior ATM
- PP1 - Site Location Plan

As Received: 06/02/2018

Reason: because permission is granted in respect of the development as detailed in the approved plans only.

3. 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.

3. The maximum luminance from the illuminated signage should not exceed 1000 cd/m² .

Reason: To avoid glare, which could lead to danger to highway users and in the interests of amenity in accordance with Policy CS20 of the Reading Borough Council Local Development Framework Core Strategy 2008 (Altered 2015) and Policy DM12 and Sites and Detailed Policies document Policy DM12.

Informatives

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.

2. The decision to grant consent follows the positive and proactive consideration of the issues raised including issuing the decision within the agreed time period.