

App No: 171927FUL & 171928ADV

Address: 80 Broad Street

Proposal:

171927FUL - Change of use from class A1 (shops) to class A3 (restaurants), installation of extraction and ventilation system and replacement shop front

171928ADV - 1 x internally illuminated fascia sign and 1 x non-illuminated projecting sign

Case Officer: Matt Burns

Site Description and Surrounding Area:

A three storey mid-terrace shop unit currently in use as an A1 coffee shop. The unit is located on the south side of Broad Street which contains a wide variety of different centre uses (mainly A1, A2 and A3) and different styles of shop front and externally illuminated signage.

The site is located within the Reading Central Area, Central Core, Primary Shopping Area, Office Core and within an Existing Active Frontage as designated by the Reading Central Area Action Plan (2009). The unit is also located within an air quality management area.

Proposal

Full planning permission is sought for change of use of the ground and first floors from class A1 (shops) to class A3 (restaurants), installation of extraction and ventilation system and a replacement shop front.

The proposed plans originally include an open style shop front with roller shutter grill. Following officer concerns raised regarding the roller shutter element of the shop front and the adverse impact this would have on the character of the street-scene this element of the proposal has been removed from the plan.

Advertisement consent is sought for 1 x internally illuminated fascia sign and 1 x non-illuminated projecting sign.

The fascia sign would incorporate green and red internally illuminated individual Perspex letters (70mm deep) set upon an aluminium back panel with vinyl wood effect finish. Illumination for this sign is proposed at 1000 cd/m. The proposed projecting sign would be formed of plastic and aluminium in the form of a pair of chopsticks and would 330x600x50mm and non-illuminated.

Plans Considered

Drawing No.s:

058.17.01 Rev E - Proposed Plans

058.17.03 Rev C - Proposed Extraction Route Plan

058.17.02 Rev C - Proposed inverted Ceiling Plan

Received by the Local Planning Authority on 12th January 2018

17.68.02 Rev A - First & Second Floor as Existing

17.68.01 Rev A - Ground Floor & Basement as Existing

Received by the Local Planning Authority on 2nd November 2017

Location Plan ref. P17-2177

Received on 1st November 2017

Relevant Planning History

910944/ADV - Fascia signage and projecting sign - Granted.

970035/FUL - Alterations to shop front (reduce height of fascia) - Granted.

161428/ADV - New fascia sign and projecting signage to shopfront - Granted.

Consultations

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Transport - No objection.

Environmental Protection - Recommend conditions to secure submission and approval of noise and odour assessment/mitigation schemes prior to the commencement of development.

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Transport - Recommend a condition to control the level of luminance of the proposed signage.

Public consultation:

No.s 76, 80 and 81 Broad Street and 64-65, 66-68 St Marys Butts were notified of the planning application by letter. No letters of representation have been received.

Relevant Planning Policy and Guidance

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 and Legal 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'. However the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

In this regard, the NPPF states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy, Sites and Detailed Policies Document and Reading Central Area Action Plan) 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).

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.

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

Reading Borough LDF Core Strategy (2008) (altered 2015)

- CS7 Design and the Public Realm
- CS20 Reading Transport Strategy
- CS26 Network and Hierarchy of Centres
- CS27 Maintaining the Retail Character of Centres
- CS34 Pollution

Reading Sites and Detailed Policies Document (SDPD 2012) (altered 2015)

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

Reading Central Area Action Plan (2009)

- RC5 Design in the Centre
- RC6 Definition in the Centre
- RC10 Active Frontages

Appraisal

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Principle of the change of use

Paragraph 23 of the NPPF states that planning policies should be positive and promote competitive town centre environments. The Glossary of the NPPF details that the main town centre uses are: *Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities, the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor*

bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities. The A3 use proposed would be an appropriate main town centre use.

Policy CS26 seeks to maintain and enhance the vitality and viability of centres, as well as widen the range of uses. The proposal would assist in bringing a vacant unit back in to use in what is an appropriate town centre use.

Policy CS27 states that retail uses form the main contributor to the vitality and viability of centres and identifies a monitoring target of 50% of A1, A2, A3, A4, A5 and Sui Generis units within Centres should be in A1 use. However, it is stated that this refers to District and Local Centres only and does not apply to the Regional Centre (Reading Town Centre). In this respect there are no specific policies to protect A1 uses in the Town Centre This was reaffirmed in the Appeal Decision (ref. APP/E0345/A/14/2228320) in relation to an application for change of use from A1 to A2 at no. 31 Queen Victoria Street, where the Inspector stated that the 50% monitoring target does not expressly apply to Reading Town Centre. She stated that notwithstanding this, the wording of CS27 with respect to a strong retail character and significant groupings of non retail uses in one part of the town centre is relevant. In terms of considering the current application, the predominant use class within the town centre would remain A1 and it is not considered that the proposed change of use to A3 would result in any significant harm to the strong retail character of Reading Town Centre.

Policy RC6 of the RCCAP states that retail development will take place in the Primary Shopping Area with other main town centre uses to be located within the Central Core and the proposal would accord in this respect.

The site is located within an 'Active Frontage' as defined by RCAAP Policy RC10 and this policy states that uses on the ground floor along the designated active frontages will be within one of the following use classes: A1, A2, A3, A4, A5, C1, D1, D2 or related sui generis uses, unless it would be an entrance to upper floors. The proposal would therefore respect the aims of this policy. The policy also seeks to retain active frontages in terms of the proposed shop front and glazing and would comply with Policy RC10 in this respect also. It is considered reasonable to secure retention of the proposed active open and glazed frontage in accordance with Policy RC10 by way of a suitably worded condition to prevent obstruction of the frontage by window stickers or other additions.

Amenity

Policy DM4 seeks that new development should not cause a significant detrimental impact to the living environment of surrounding occupiers and Policy CS34 seeks that new development is not damaging to the environment by way of pollution and the new development should not be subject to high levels of pollution unless adequate mitigation is provided.

Environmental Protection Officers have raised concerns about noise and odour from the kitchen extraction system proposed which could have the potential to cause nuisance to surrounding residents/businesses.

Conditions are recommended to require details of noise and odour control to be submitted for approval prior to the commencement of works. Subject to successful approval of detail under these conditions it is not considered that the proposals would result in any adverse harm to the amenity of the surrounding occupiers in accordance with Policies DM4 and CS34.

The applicant has proposed hours of use of 0900 - 2200 hours daily which are considered reasonable in the context of the existing predominantly commercial context of the surrounding area. In order to protect the amenity of surrounding occupiers it is considered reasonable to control the use to these hours by way of a suitably worded condition.

Design and Appearance

Policy CS7 seeks that new development should be of high quality and maintain and enhance the character and appearance of the surrounding area. Policy DM23 seeks that shop fronts should respect the character of the building on which they are located and the wider street and Policy RC5 seeks to promote positive design in the town centre.

The proposed new shop front seeks to retain the existing fascia size but to introduce a more minimalistic frontage by removing the existing stall risers and replacing the existing swing doors with simple large glazed panels with aluminium frame and central automatic sliding door. The pilaster either side of the shop front are to be retained. There are a wide variety of shop fronts to this part of Broad Street, with a range of windows proportions, entrance types, with different sized stall risers and some without stall risers. It is not considered that the proposed simplistic glazed and aluminium framed shop front design would be out of keeping with the character of surrounding shop fronts or result in any adverse harm the visual amenity of the street.

The proposed new extraction system would run internally through the building and exit at first floor level via a discreet weather louvre to the rear elevation facing the rear courtyard area.

The proposal is considered to accord with Policies CS7, RC5 and DM23.

Transport

The site is located within the Reading Central Area and within Reading's primary shopping area. The site is located within Zone 1 of the adopted Parking Standards and Design SPD which is an area at the very heart of Reading Borough, consisting primarily of retail and commercial office developments, with limited residential. This area is well served by rail and bus links and also contains the largest proportion of public car parking spaces. There are no requirements for car parking

in this zone as any demand for parking will be met by the town centre public car parks.

It is considered that in this location the proposed change of use from A1 use to A3 use will have a negligible impact in terms of Transport and therefore there are no transport objections to the proposed development which would accord with Policies CS20 and DM12.

Other Issues

The proposal would not be liable for the Community Infrastructure Levy,

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Amenity

Policy DM22 seeks that advertisements should respect the building on which they are located and their surroundings. Policy CS7 seeks that new development should be of high quality and maintain and enhance the character and appearance of the surrounding area and Policy RC5 seeks to promote positive design in the town centre.

The proposed signage is considered acceptable in terms of being in keeping and preserving the visual amenity of the surrounding area in accordance with Policies RC5, CS7 and Policy DM22 of the SDPD.

Public Safety

The proposed fascia projecting sign would be located 3.5m above pavement level and as such would not cause any obstruction to members of the public using the footway. The luminance of the fascia sign is proposed at 1000cd/m which is the maximum level recommended in Policy DM22 for illuminated signage within the town centre. Transport officers have recommended a condition to control the luminance of the fascia sign to this maximum level in order to avoid glare, which could lead to danger to highway users and in the interests of amenity. Subject to the above condition the proposed signage is not considered detrimental to public safety in accordance with Policies CS20, DM12 and DM22.

Equalities Impact

In determining this application the Council is required to have regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sexual orientation. There is no indication or evidence (including from consultation on the application) that the protected groups have or will have different needs, experiences, issues and priorities in relation to the particular planning application.

Conclusion

The proposals are considered acceptable and to accord with policies CS7, CS20 , CS26, CS27 and CS34 of the Core Strategy 2008, 2015, Policies DM4, DM12, DM22 and DM23 of the Sites and Detailed Policies Document 2012, 2015 and Policies RG5, RC6 and RC10 of the Reading Central Area Action Plan (2009).

RECOMMENDATION

Grant planning permission and advertisement consent, subject to conditions.

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1. The development hereby permitted shall begin no later than *three* years from the date of this planning permission.

Reason: to prevent an accumulation of unimplemented planning permissions, and in accordance with Section 91 of the Town & Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

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

Drawing No.s:

058.17.01 Rev E - Proposed Plans

058.17.03 Rev C - Proposed Extraction Route Plan

058.17.02 Rev C - Proposed inverted Ceiling Plan

Received by the Local Planning Authority on 12th January 2018

Location Plan ref. P17-2177

Received by the Local Planning Authority on 1st November 2017

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

3. The development hereby permitted shall not operate outside the hours of 09:00-22:00 hours Monday to Sunday.

Reason: In order for the Local Planning Authority to control the use of the site and amenities of surrounding occupiers (CS34 of the Reading Core Strategy 2008, altered 2015) and DM4 and of the Sites and Detailed Policies Document 2012, altered 2015).

4. No mechanical plant shall be installed until a noise assessment of the proposed mechanical plant has been submitted and approved by this Council. The assessment shall be carried out in accordance with BS4141:2014 methodology. The predicted specific sound level ($L_{Aeq,TR}$) as measured at a point 1 metre external to sensitive facades shall be at least 10dB below the existing background sound level, $L_{A90,T}$ when all plant/equipment (or any part of it) is in operation. The predicted rating level, $L_{Ar,Tr}$ (specific sound level plus any adjustment for the characteristic features of the sound) as measured at a point 1 metre external to sensitive facades shall not exceed the existing background sound level, $L_{A90,T}$ when all plant/equipment (or any part of it) is in operation. The plant shall thereafter only be installed in accordance with the assessment.

Reason: To safeguard the amenities of the adjoining premises and the area generally, in accordance with Policy CS34 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policy DM4 of the Reading Borough LDF Sites and Detailed Policies Document 2012 (Altered 2015).

5. No development shall take place until an odour assessment has been carried out and a detailed odour management plan to include scale plans, odour control specifications and a maintenance plan has been submitted and approved. Reference shall be made to the Defra Guidance on the Control of Odour and Noise from Commercial Kitchen Exhaust Systems (January 2005) when assessing potential odours and selecting appropriate odour control methods. Thereafter, the development shall not be carried out other than in accordance with the approved scheme unless the Local Planning Authority otherwise agrees in writing.

Reason: To safeguard the amenities of neighbouring premises and the area generally, in accordance with Policy CS34 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policy DM4 of the Reading Borough LDF Sites and Detailed Policies Document 2012 (Altered 2015).

6. Notwithstanding the provisions of Class 12 of Schedule 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended), the ground floor unit hereby approved shall retain 'active window displays' along the length of the Broad Street frontage, without the installation of window vinyls, roller shutters, or similar.

Reason: in the interests of retaining a vibrant and attractive streetscene, in line with Policy CS7 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policy RC10 of the Reading Central Area Action Plan 2009.

Informatives

1. The Local Planning Authority has been positive and proactive in dealing with this planning application by accepting amended plans and applying conditions so as to make the proposal acceptable.
2. Your attention is drawn to the terms and conditions of this planning permission. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any conditions attached to the permission may result in the Council taking action to remedy the breach of planning control.
3. Conditions 4 and 5 are pre-commencement conditions because the details required to be approved need to be designed and implemented before any other works start on the site or are of a nature that it would be impractical to install after work has started.

171928/ADV

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

Drawing No.s:

058.17.01 Rev E - Proposed Plans

Received by the Local Planning Authority on 12th January 2018

Location Plan ref. P17-2177

Received by the Local Planning Authority on 1st November 2017

Reason: because consent is granted in respect of the advertisements as detailed in the approved plans only.

2. The maximum luminance from the fascia sign and projecting signs hereby permitted should not exceed 1000 cd/m² .

Reason: In the interests of amenity in accordance with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

3. Standard Conditions:

- i. 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.

- ii. 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.

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

- 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.

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

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.

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

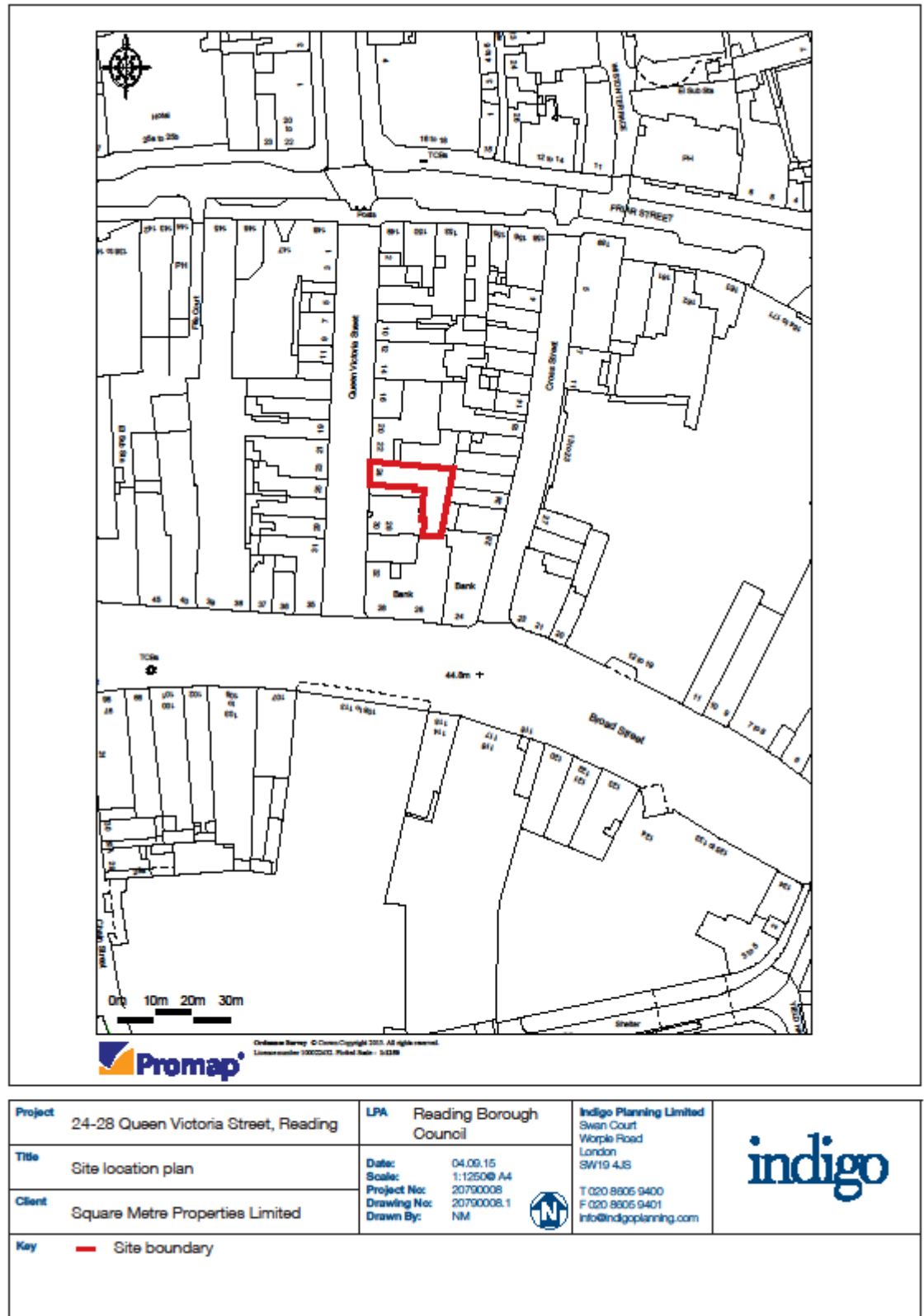
v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

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

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 and accepting amended plans.

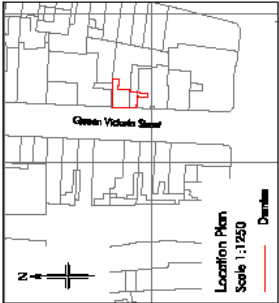
Location Plan



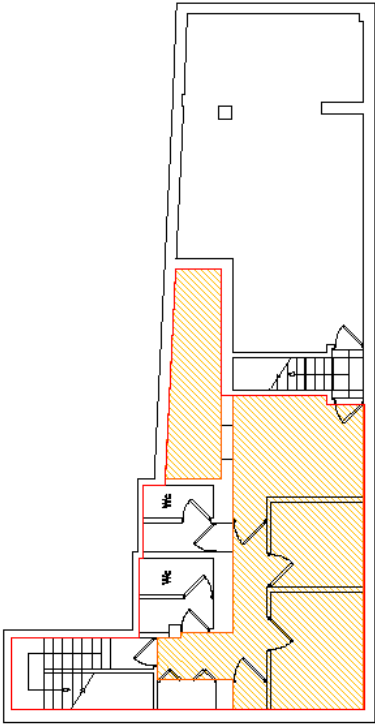
Basement Floor Plan

24-28 QUEEN VICTORIA ST
READING, RG1

Basement
Internal Area Plan



NOTES
This drawing complies with the 4th edition of the BS code and is prepared in accordance with the latest standards and specifications.



EXCLUDED 40.3 sq m 434 sq ft

TOTAL NSA 40.3 sq m 434 sq ft

EXCLUDED INTERNAL AREA

TOTAL GMA 60.7 sq m 653 sq ft

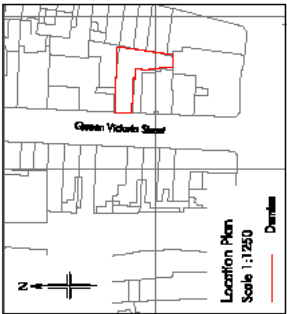


CBRE Limited, St Martins Court, 10 Paternoster Row,
London, EC4M 7TP
Switchboard: 0207 182 2000 Fax: 0207 182 3007
Web: www.cbre.com

Address:	24-28 Queen Victoria Street
	Reading RG1 1TB
Drawing: Basement Internal Area Plan	
Date:	11/02/12
Scale:	1:1250
Project No:	326546
Client:	CBRE
Drawn By:	AS
Check By:	AS
Draw No:	326546-39-00A
Rev:	A

24-28 QUEEN VICTORIA ST
READING, RG1

Ground Floor
Internal Area Plan

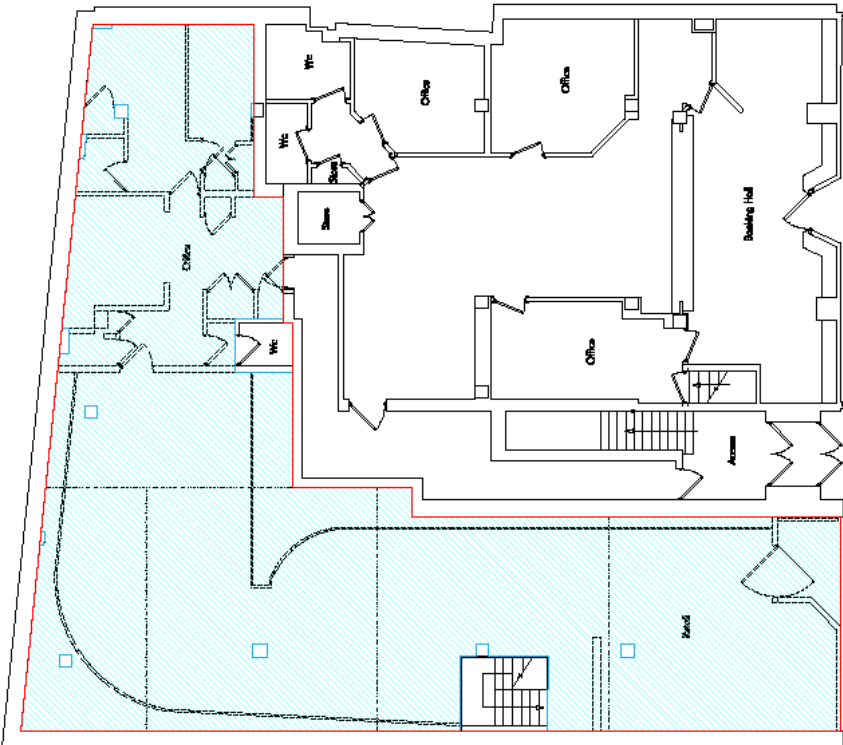


NOTES
This drawing complies with the 4th edition of the BS2 code and is prepared in accordance with the latest provisions of the Building Regulations 2010 and the latest Code of Practice.

CBRE

CBRE Limited, 51 Marina Court, 10 Palmerade Road,
London, EC4A 3DP
Telephone: 0207 182 1000 Fax: 0207 182 3007
Web: www.cbre.com

Address:	24-28 Queen Victoria Street
Building:	801 115
Drawing:	Ground Floor Internal Area Plan
Date:	11/12/13
Scale:	1:1250
Project No:	326546
Alt. Scale:	1:625
Drawn:	ES
Checked:	AD
Drawn No:	326546-39-0A
Rev:	A



Zone	Area (sq m)	Area (sq ft)
Zone A (WC)	34.3	369
Zone B (WC)	30.3	328
Zone C (WC)	39.2	424
Zone D (WC)	18.9	204
Zone E (WC)	63.8	687
RETAIL AREA	186.5	2007

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Zone A (WC)	34.3	369
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Zone D (WC)	18.9	204
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RETAIL AREA	186.5	2007

RETAIL AREA

TOTAL GFA 194.2 sq m 2090 sq ft