

DELEGATED APPLICATION REPORTS - Application No.s: 172133/FUL & 172134/ADV

Address: 114 Henley Road, Caversham, Reading

Proposals: 172133 - Retention of shopfront automated teller machine (ATM)

172134 - Retention of internally illuminated signage associated with shopfront automated teller machine (ATM)

Case officer: Jonathan Markwell

Target Determination Date: 24/01/18

Site Description and Surrounding Area: The application site is a mid-terrace shop unit on the north side of Henley Road, close to the junction with Chiltern Road (to the east) in Caversham. The site is within an air quality management area.

Proposal: The applicant seeks retrospective planning permission for the installation of a shopfront ATM cash machine (ATM located externally to enable 24 hour access/use). Advertisement consent is sought for the signage associated with the ATM.

Plans Considered:

Location Plan T016451

Pre Existing Elevations and Plan NM-11-2017-48-1

As Installed Elevations and Plan NM-11-2017-48-2

ATM type 6626 - General Arrangement NM-GA-6626 Rev A

Design and Access Statement

Received 29th November 2017

Relevant Planning History:

172002 - Item 1 = 1 x Fascia Sign. Item 2 (a,b) = 2 x ACM Direct Print Panels. Item 3 = 1 x ATM Sign. Item 4 = 1 x ATM Clip Frame. Current application under consideration

Consultation Responses:

Crime Prevention Design Advisor: No response.

No neighbour representations have been received following the erection of a site notice on 06/12/17.

Discussion with applicant/agent

No pre-application advice was sought prior to the submission of this application.

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 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).

In determining an application for advertisement consent a Local Planning Authority is required to exercise its powers in the interests of 'amenity' and 'public safety' and those interests alone (Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007). In addition to the above National Planning Policy Framework and the National Planning Practice Guidance, the following development plan policies and supplementary planning guidance are relevant:

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

Appraisal

172133/FUL

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

The ATM, as sought for retention, is positioned on the west side of the shopfront, away from the shop entrance (on the east side of the shopfront). Although visible from the street scene, the scale, bulk and height is of a modest nature and the materials are considered to integrate reasonably well with the appearance of the modern shop front. Due to its size, siting and nature the development is not considered to unduly detract from the character of the building or the 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, on-site parking or result in adverse intensification of the site of which would give rise to undue highway safety impacts.

Safety and Security

Safety and Security is addressed thoroughly within the supporting Design and Access Statement. As such, the proposal is considered to be appropriate in this regard.

172134/ADV

Whilst the visibility of the ATM is further highlighted by the blue LED halo illumination to the ATM surround, illuminated free cash withdrawals signage and white internally illuminated lettering out of the black background, these are considered to be of a scale, design and appearance compatible with its context without giving rise to undue clutter; is not considered to detract from the amenities of neighbouring buildings within the surrounding area nor is it considered to result in detrimental highway safety impact, subject to a condition specifying the luminance to be 100 cd/m as per the details specified on the application form by the applicant.

RECOMMENDATION:

Grant permission for both 172133/FUL and 172134/ADV.

172133/FUL

1. This permission relates to the following drawings only:

Location Plan T016451

As Installed Elevations and Plan NM-11-2017-48-2

ATM type 6626 - General Arrangement NM-GA-6626 Rev A

Reason: For the avoidance of doubt and to clarify which drawings are approved.

Informatives

1. Your attention is drawn to the terms and conditions of this permission. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any condition(s) or planning obligation(s) attached to the permission may result in the Council taking action to remedy the breach of planning 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 statutory time period.

172134/ADV

1. This consent relates to the following drawings only:

Location Plan T016451

As Installed Elevations and Plan NM-11-2017-48-2

ATM type 6626 - General Arrangement NM-GA-6626 Rev A

Reason: For the avoidance of doubt and to clarify which drawings are approved.

2. The 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.
- 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.
- 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 100 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.