

DELEGATED APPLICATION REPORT

Address: 85 Broad Street

Application No: 180314 FUL

Application No: 180315 ADV

Proposal: Replacement shop front and signage

Applicant: British Heart Foundation

Date received (valid from): 20/02/2018

Target Decision date: FUL: 17/04/2018

ADV: 18/04/2018

Case officer: Tom French

1. Site description and Surrounding Area

The application site is a currently vacant retail unit which has an existing designated Active Frontage on Broad Street. The frontage will be affected by the proposal. The site is mostly surrounded by retail units and is located within the Reading Central Area, Central Core, Primary Shopping Area and Office Core Area.

The application property is a white painted brick building, with a modern glazed shop. The surrounding properties are of a mixed style and design and the modern shop fronts at ground level have a variety of depths of fascia boards and glazed areas.

Whilst there are listed buildings nearby, 67, 68, 89 and 89a Broad Street, the application property is not listed, nor is it in a conservation area.

2. The Proposal

Full planning permission (180314) is sought for replacement of the existing shopfront to include a painted aluminium frame, a 0.9m wide door, a 0.2m black laminate stall riser and reforming the existing ramp into a porch recess. The proposal also includes various minor interior alterations.

The application seeks advertisement consent (180315) for an internally illuminated fascia sign and an illuminated projector sign. The fascia sign would be 5.8m x 1.1m and the projector sign would be 0.7m x 0.9m.

The proposed light intensity for illuminated signage is 70 cd/m².

Following discussion with officers the recess was removed from the proposed replacement shopfront. It is now proposed that the replacement shopfront will have a painted aluminium frame, 0.2m black laminate stall riser and a central door 1m in width (the agent has confirmed that the door will open into the shop and not onto the street).

3. Consultation

Neighbours consultation:

Neighbour letters were sent on 07/03/2018. No responses have been received.

Transport consultation:

RBC internal transport consultation provided the following comments:

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

Advertisements: restriction on illumination

- The maximum luminance from the fascia signage should not exceed 1000 cd/m².
- The maximum luminance from the projecting 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.:

- RDG-C-CB-01 - Existing Floor Plans and Elevations - Rev A (received 27/2/18)
- RDG-C-CB-02 - Proposed Floor Plans and Elevations - Rev C (Rev. C amendments 11/4/18)
- Location Plan (received 27/2/18)
- Block Plan (received 27/2/18)

5. Relevant Planning History

22/11/1988 - 880076 - FUL - Change of use of upper floor 1 & 2 from residential to retail (class A1) - Application Permitted

23/10/1993 - 930943 - ADV - Illuminated fascia sign and illuminated projecting sign - Application Permitted

21/07/1997 - 970675 - FUL - Single storey rear extension - Application Permitted

27/10/1997 - 970300 - FUL - New shop front - Application Permitted

21/10/2003 - 031004 - ADV - Proposed illuminated fascia and projecting sign to replace existing - 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

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.

8. Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework;
National Planning Policy Guidance;

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

CS7 Design and the Public Realm
CS20 Reading Transport Strategy
CS26 Hierarchy of centres

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

DM4 Amenity
DM12 Access, Traffic and Highway Related Matters
DM22 Advertisements
DM23 Shop fronts and Cash Machines

Reading Central Area Action Plan (RCAAP 2009)

RC5 Design in the Centre
RC10 Active Frontages

9. Appraisal

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

It is considered that the proposed shop front will respect the character of the building and the surrounding street scene. In terms of design and materials the proposal is similar to

the existing and is in keeping with the surrounding modern shop fronts. It is proposed that the aluminium framed shop front be powder coated colour Carmine Red (RAL 3002). Whilst this does not match existing or surrounding colours, it is considered to integrate satisfactorily with the street scene when considering the varied and contemporary nature of Broad Street.

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

As such the proposal complies with policies CS7, DM4, DM23 and RC5.

Active Frontage requirements

The application site is designated in Policy RC10 of the Reading Central Area Action Plan as requiring an active frontage. A condition is recommended to require an active building frontage.

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Whilst the visibility of the shop front would be further highlighted by the internally illuminated red fascia and projector signs, these are considered to be of a scale, design and appearance compatible with the contemporary character of the street scene without giving rise to undue clutter.

The building is not listed and is not in a conservation area, although there are listed buildings at 65-67 and 68 Broad on the opposite side of the road. Given the existing and varied nature of the surrounding shop fronts it is not considered that the proposal would cause any additional harm to the setting of the listed buildings.

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 be limited to 70 cd/m².

10. Recommendation

Grant permission for both 180314/FUL and 180315/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.:

- RDG-C-CB-02 - Proposed Floor Plans and Elevations - Rev C (Rev. C amendments 11/4/18)
- Location Plan (received 27/2/18)
- Block Plan (received 27/2/18)

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.

4. The maximum luminance from the illuminated signage should not exceed 70 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.

5. 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 replacement shopfront hereby approved shall retain 'active window displays' along the length of the 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 Policies CS7 and CS26 of the Reading Borough LDF Core Strategy 2008 (Altered 2015), Policies RC5 and RC10 of the Reading Central Area Action Plan 2009 and Policy DM23 of the Sites and Detailed Policies Document 2012 (Altered 2015).

6. 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.

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.
3. 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.
4. The applicant's attention is drawn to Building Regulations requirements. Please contact Building Control on 0118 937 2449 for advice.
5. The construction (and demolition) of the development will be subject to environmental health law and the applicant is referred to:
<http://www.reading.gov.uk/environmentalprotection>
6. The decision to grant planning permission follows the positive and proactive consideration of the issues raised by this planning application and issuing the decision within the statutory time period.