

DELEGATED APPLICATIONS REPORT

Address: 3 Broad Street, Reading

Application No's: A) 171591/ADV & B) 171592/LBC

Proposals: A) Internally illuminated fascia sign and projecting hanging sign. B) Various internal alterations at ground floor level, replacement fascia sign and projecting hanging sign.

Agent: Catherine White Interiors

Date received (valid from): 12/09/17

End of consultation period: A) 18/10/17 B) 16/10/17

Target Decision date: 07/11/17

26 week date: 13/03/18

Case officer: Jonathan Markwell

1. Site Description and Surrounding Area

- i. The application site comprises The application site is located on the northern side of Broad Street, close to the junction with Butter Market / King Street / Minster Street. The building is grade II listed and is located within the Market Place/London Street Conservation Area. The site is within the Reading Central Area, is designated as an 'Active Frontage' as defined by Policy RC10 and is located within the Primary Shopping Area (Policy RC6). The ground floor of the building was previously operating as a currency exchange business, but is presently vacant. Based on the information submitted, it would appear that it is intended for the unit to be occupied by 'Vape Superstore' in the future.

2. The Proposal

- i. A) Listed building consent is sought for various internal alterations at ground floor level, together with a replacement fascia sign and projecting hanging sign externally. The existing (non-original) fittings associated with the former occupier will be removed (e.g. partition walls / service counter). It is also noted that the ATM referenced on the existing plans was not present at the time of the officer site visit, with clear glazing (as also proposed) at this point. The proposal is for a complete internal re-fit, with a new ceiling raft (incorporating new lighting), shelving units, cabinets, tasting bar and cash desk. These works are all associated with the specified future occupier.
- ii. B) Advertisement consent is sought for the display of an internally illuminated fascia sign and a first floor projecting sign, to replace existing signage approved in 2015 (see relevant history below). Both signs refer to the intended occupier, Vape Superstore. On the application form the applicant has specified that the two signs will be internally illuminated, the illumination will be static and the level of illumination will be 600 cd/m.
- iii. The applicant has stated that the existing shopfront will also be painted grey (currently blue). This in itself does not require listed building consent. The nature of the works means that full planning permission is not required for the works and only listed building consent / advertisement consent is.

3. Internal Consultations

Transport (application A)

There are no transport objections to the proposed advertisements consent subject to the conditions below:

Advertisements: restriction on illumination

As identified in the plans submitted:

- Fascia - The maximum luminance from the fascia sign should not exceed 1000 cd/m².
- Hanging sign - The maximum luminance from the hanging sign 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. Public Consultation

i. Neighbour Consultation

A) Site notice erected on 27/09/2017, expiring on 18/10/2017.

B) Site notice erected on 21/09/2017, expiring on 12/10/2017. Press notice published on 28/09/17, expiring on 19/10/17.

No responses received.

Reading CAAC consulted on B) - no response.

5. Plans / Documents Considered

i. The Council, in reaching its recommendation, has taken into consideration the following documents:

A) ADV

CWI_45_003 - Existing Elevations

CWI_45_004 - Proposed Elevations

CWI_36_006 Rev A - Projecting Signs Elevations

Design and Access Statement for 3/3a Broad Street by Catherine White Interiors dated 25/08/17

All received on 12/09/17

B) LBC

CWI_45_001 - Site Location Plan

CWI_45_01-03 - Existing Ground Floor Plan

CWI_45_003 - Existing Elevations
CWI_45_01-01 Rev A - Proposed Ground Floor Plan
CWI_45_01-02 Rev A - Reflected Ceiling Plan
CWI_45_02-01 Rev B - Elevations
CWI_45_004 - Proposed Elevations
CWI_36_006 Rev A - Projecting Signs Elevations

Design and Access Statement for 3/3a Broad Street by Catherine White Interiors
dated 25/08/17

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6. Relevant Planning History

- i. 960003 - New shop front. Fitting out of basement / ground / first floors for retail. Granted 10/06/96.
- ii. 960004 - Externally illuminated painted fascia sign and hanging sign board. Granted 10/06/96. Granted 10/06/96.
- iii. 960336 - New shop front.
- iv. 050489 - New shop front and internal fitting out. Granted 13/10/05.
- v. 050830 - New shop frontage and internal alterations. Granted 14/11/05.
- vi. 141456 - Change of use of ground and first floors from A1 to A2. Granted 25/11/14.
- vii. 150375 - 1 fascia sign, 1 projecting sign and ATM surround signage. Granted 06/11/15.
- viii. 150449 & 150450 - Refurbishment of existing shop front, and application for installation of Automatic Teller Machine. Granted 06/11/15.

7. 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.

8. Relevant Planning Guidance

- i. Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority to have special regard to the desirability of preserving a listed building or its setting or any features of special interest which it possesses.
- ii. Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority in the exercise of its functions to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area.
- iii. 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), the Reading Central Area Action Plan (2009) and the 'Sites and Detailed Policies Document' 2012 (Altered 2015).

- iv. 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).
- v. 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.
- vi. Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

9. Relevant Policies

- i. The proposals have been assessed against the following policies:

National

National Planning Policy Framework (NPPF) 2012

National Planning Policy Guidance (NPPG) 2014 onwards

RBC Local Development Framework

Core Strategy 2008 (Altered 2015)

CS7 Design and the Public Realm

CS33 Protection and Enhancement of the Historic Environment

Reading Centre Area Action Plan (2009)

RC5 Design in the Centre

RC6 Definition of the Centre

RC10 Active Frontages

Sites and Detailed Policies Document 2012 (Altered 2015)

DM22 Advertisements

DM23 Shopfronts and Cash Machines

Other relevant guidance

Market Place / London Street Conservation Area Appraisal

10. Appraisal

- i. The main issues are considered to be:
 - Design & impact on Conservation Areas / Listed Buildings / other heritage assets (B - 171592)
 - Amenity (A - 171591)
 - Public Safety (A - 171591)
 - Other matters

- ii. Design & impact on Conservation Areas / Listed Buildings / other heritage assets

It was evident from the officer site visit that there are no features of historic interest remaining within the building at ground floor level, with modern fixtures and fittings added at the time of various previous occupiers of the ground floor unit (as previously approved - see relevant history section above). As such, the proposed internal works (removal of existing fittings and new fit out) are not considered to result in any harm to the listed building.

The proposed signage, in light of the previously approved works at the site, is not considered harmful to the listed building. In-fact, the proposals would result in the removal of the existing externally illuminated signage and replace this with internally illuminated signage, which is considered less intrusive and therefore assists the preservation and enhancement of the listed building.

Therefore, the proposals are not considered to give rise to any design / conservation area / listed building / other heritage assets issues. The proposals are considered to comply with policies CS7, CS33 and RC5.

- iii. Amenity

The NPPG (Paragraph: 079 Reference ID: 18b-079-20140306) provides clarification as to the exact context amenity should be considered with regard to advertisement consent applications (in short, it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest). Furthermore, at the local level, policies CS7, DM22 and RC5 require that development be compatible with the character and appearance of the surrounding environment in order to maintain the visual amenities of the area. In particular, policy DM22 states:

“Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable”.

In addition, policy DM23 states that fascia boards should be lower than any first floor windows. The proposed projecting sign is above ground floor level and level with first

floor windows. However, given that an identically positioned projecting sign was approved at the site in 2015 (see relevant history above), it is considered that to resist the proposals on this basis would not be sustainable in an appeal scenario. It is noted from the officer report for the 2015 proposals that the approved signage at that time was also justified on the basis of previously approved signage at the site.

Aside from this matter the proposed fascia and projecting signs are considered to satisfactorily align with the character of the building / area, within the context of what has previously been approved at the site. Thus, on balance and in overall terms, no concerns are raised in respect of the proposed fascia and projecting signs, subject to the standard advertisement consent conditions. A further condition is also recommended, specifying that the illumination will not exceed 600cd/m, as specified on the application form. This is within the limits for this zone E4 (core of the centre) location (as per paragraph 10.3.8 of the supporting text to policy DM22).

iv. Public Safety

The NPPG (in particular in this instance Paragraph: 068 Reference ID: 18b-068-20140306 & Paragraph: 078 Reference ID: 18b-078-20140306) provides guidance as to the considerations affecting public safety for advertisement consent applications. These are detailed below (in *italics*), together with officer responses in relation to the proposal (in **bold**). In most cases, owing to the location of the site within a pedestrianised area, no or little impact is anticipated.

The main types of advertisement which may cause danger to road users are:

- (a) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; **No***
- (b) those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature; **No***
- (c) those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface); **No***
- (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology: **No***
 - i. where the means of illumination is directly visible from any part of the road; **No***
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **No***
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **No***
 - iv. which are subject to frequent changes of the display; **No***
- (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No***
- (f) those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; **No***

(g) those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example:

i. those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs;

No or

ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts. No

(h) those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which:

i. contain a large arrow or chevron (or have a pointed end and have only a few words of message); No

ii. invite drivers to turn right on a main road, or where there is fast moving traffic; No

iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; No or

iv. are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard. No

The prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras. No

In light of the above it is confirmed that the advertisement proposals are considered to be satisfactory on public safety grounds.

v. Other matters

The proposals will not be CIL liable.

11. Conclusion

- i. Having regard to the material considerations and all matters raised, the Local Planning Authority considers that the balance of considerations therefore weigh in favour of granting listed building consent and advertisement consent subject to conditions.

Recommendation

- A) Grant advertisement consent subject to conditions
- B) Grant listed building consent subject to conditions

12. Conditions and informatives:

A) 171591/ADV

Conditions

1. 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.

2. The advertisements hereby approved shall be displayed in accordance with the following approved drawings only:

CWI_45_004 - Proposed Elevations
CWI_36_006 Rev A - Projecting Signs Elevations
All received on 12/09/17

Reason: To clarify which drawings are approved.

3. The maximum luminance from the fascia sign and projecting sign hereby approved shall not exceed 600 cd/m².

Reason: To avoid glare, which could lead to danger to highway users and in the interests of visual amenity in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policies DM12 and DM22 of the Sites and Detailed Policies Document 2012 (Altered 2015).

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 application, including issuing the decision within the recommended eight week time period.

B) 171592/LBC

Conditions:

1. The works to which this consent relate shall be begun not later than the expiration of three years from the date of this consent.

Reason: in accordance with Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The consent relates only to the following plans, drawings and documents:

CWI_45_001 - Site Location Plan

CWI_45_01-03 - Existing Ground Floor Plan

CWI_45_003 - Existing Elevations

CWI_45_01-01 Rev A - Proposed Ground Floor Plan

CWI_45_01-02 Rev A - Reflected Ceiling Plan

CWI_45_02-01 Rev B - Elevations

CWI_45_004 - Proposed Elevations

CWI_36_006 Rev A - Projecting Signs Elevations

Design and Access Statement for 3/3a Broad Street by Catherine White Interiors dated 25/08/17

All received on 12/09/17

Reason: to ensure that the works carried out are fully in accordance with the approved drawings and details in order to protect the special historic and architectural character of the listed building, in accordance with Policy CS33 of the Reading Borough Local Development Framework Core Strategy 2008 (Altered 2015).

Informatives:

1. Approved works may require separate approval under the Building Regulations. Please contact the Council's Building Control service for further advice on (0118) 937 2449.
2. Officers have worked positively and proactively with the applicant to determine the application within the statutory timeframes for determining such applications.
3. For the avoidance of doubt, no other works are approved except those as authorised by this Consent. Any other works required to the Listed Building may require a separate application for Listed Building Consent and/or an application for Permitted Works to a Listed Building.