

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 240762/FUL

Address: The Royal Bank Of Scotland Plc, 17-27 Station Road, Reading, RG1 1LG

Proposals: Insertion of new double swing doors, an Automatic Teller Machine (ATM), and 2 new anti-ram raid bollards in front elevation, and new intake and extract plant louvre at the rear along with a new back-of- house extract louvre.

Case Officer: Sian Hickey

Date received (valid from): 20 June 2024 **Decision date (ext):** 29 August 2024

Ward: Abbey

App Ref: 240763/ADV

Address: The Royal Bank Of Scotland Plc, 17-27 Station Road, Reading, RG1 1LG

Proposals: 1 no. fascia, 2 no. projecting signs, and 1 no. ATM surround sign

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1. SITE DESCRIPTION

The application site is a six storey building located at 17–27 Station Road. The site is currently vacant, it was previously used as a Bank. The site is surrounded by retail high street with residential flats at the rear. The site forms part of the designated primary frontages in Central Reading. The site falls within an Air Quality Management Area (AQMA). The property is not listed nor located in a conservation area, however, the attached site at 13-15 Station Road is listed.



2. PROPOSAL AND SUPPORTING INFORMATION

The proposal is for a Sainsbury's store. With associated external works as set out below. The change from a bank to a shop is permitted development:

Planning permission is sought for alterations to the front elevation of the property including new double swing doors, a new automatic teller machine (ATM), and two new anti-ram raid bollards. In the rear elevation of the property it is proposed to install a new intake and extract plant louvre along with a new back-of-hour extract louver.

Advertisement consent is sought for the installation of 1 no. fascia in the front elevation of the building, along with 2 no. projecting signs, and 1 no. ATM surround signage.

Drawing No. 101 – Site Location Plan
Drawing No. 105 – Existing Ground Floor Plan
Drawing No. 110 rev A – Proposed Ground Floor Plan
Drawing No. P-198947-201 – Front Elevation Existing and Proposed
Drawing No. P-198947-202 rev A – Rear Elevation Existing and Proposed
Drawing No. P-198947-210 rev A – Proposed Front Elevation
Drawing No. P-198947-213 – Proposed Signage Details
Drawing No. P-198947-217 – Proposed Ground Floor Signage Plan
Plant Noise Guidance

[illegible]

3. RELEVANT PLANNING HISTORY

160071 - Advertisement consent for 1 internally illuminated fascia sign, 1 hanging sign and 2 wall mounted signs. PERMITTED 17/03/2016

121252 - Fascia sign, 2 x projecting signs and ATM panel. PERMITTED 16/05/2021

111661 - Removal of existing chiller on roof and reinstating new chiller to flat roof. PERMITTED 18/ 1/2012.

051170 - Non-illuminated fascia panel and two (2) non-illuminated projecting signs (description amended following submission). PERMITTED 11/01/2006

050547 - Installation of new ATM to DDA compliant height. PERMITTED 01/08/2005

091019 - Removal of existing entrance doors and screen, railings to be replaced by new doors and side screen. PERMITTED 07/01/1999

970181 - Installation of a 1.0m diameter satellite antenna which will be mounted on a flat roof. PERMITTED 01/10/1997

890559 - Two projecting illuminated box signs together individual lettering to projecting canopy. PERMITTED 23/08/1989

890535 – Internal fitting out for banking and administration. New ground floor entrance doors and windows. Installation of ATM and night safe including projecting canopy. PERMITTED 21/08/1989

4. CONSULTATIONS

The following addresses were consulted by letter.

Revolution Ph, 14-16 Station Road, Reading, RG1 1JX
13-15 Station Road, Reading
18 Station Road, Reading
29 Station Road, Reading, RG1 1LG
14-16 Station Road, RG1 1JX

Letters of representation have been received as follows: **None**

Site notices were also erected at the front and rear of the building by the case officer on 25th June 2024.

RBC Environmental Health

240762

The EP team had concerns with regards to noise arising from the proposed development, therefore, a condition is attached to ensure that a noise assessment is submitted and approved by the Local Planning Authority before any mechanical plant is installed.

RBC Transport –

240763

Based on the dimensions of the illuminated signs detailed in the submitted application form, illumination for signs under 10sqm should not exceed 600cdm². It is noted that the maximum illumination proposed for all illuminated signs is a maximum of 375cd/m².

There are no Transport objections to this application subject to a condition regarding luminance.

240762

There are no Transport objections for this application, however the introduction of the anti-ram bollards on the public highway will require a S115 structure on highway and S50 that Street Works issue as a private asset on the highway.

CCTV –

No objections to the application, however, the illumination from the signage should be kept to a minimum.

Crime Prevention & Design Advisor and Town Safe, Thames Valley Police –

No comments received at time of writing report.

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.

5. LEGAL AND PLANNING POLICY 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. The Development Plan for Reading relevant to the application site comprises the Reading Local Plan (2019).

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.

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.

National Policy and Guidance

National Planning Policy Framework

National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7: DESIGN AND THE PUBLIC REALM

CC8: SAFEGUARDING AMENITY

CR7: PRIMARY FRONTAGES IN CENTRAL READING

EN1: PROTECTION AND ENHANCEMENT OF THE HISTORIC ENVIRONMENT

EN17: NOISE GENERATING EQUIPMENT

OU4: ADVERTISEMENTS

OU5: SHOPFRONTS AND CASH MACHINES

TR3: ACCESS, TRAFFIC AND HIGHWAY-RELATED MATTERS

SPD

6. APPRAISAL

240762/FUL

Character and Appearance

The new shopfront is considered to enhance the existing building and the surrounding area. The proposed alterations would not detract from any pattern on the streetscene as the surrounding commercial properties vary in design and would be in line with the council's supplementary guidance (Design Guide to Shopfronts (2022)). The ground level access is maintained and the materials to be used are considered acceptable. The proposed works create an active shop front, no canopies or roller shutters are proposed, and no harm is deemed likely to result to the character of the building. The alterations are of high design and visual quality.

At the rear of the property, the proposed new aluminium plant intake and extract louver at first floor level would replace two existing windows. The adjacent proposed new aluminium BOH extract louver would be smaller in scale and would replace one existing first floor window. In terms of appearance, the louvers are aligned with existing windows and are considered acceptable in terms of scale. There are other structures at the rear including air conditioning units and metal gates, and therefore the louvers are not considered out of character for the location, furthermore they would not be visible from Station Road.

Overall, the proposal is compliant with policies CC7, CR7 & OU5 of the Reading Borough Council Local Plan (2019).

Noise generating equipment

Policy EN17 states *'Where noise generating equipment is proposed, the noise source specific⁶¹ level (plant noise level) should be at least 10dBA below the existing background level as measured at the nearest noise sensitive receptor.'*

It is important to protect the noise environment and maintain quality of life for people living and working in the town. Therefore, a condition is attached to ensure that no mechanical plant is installed until a noise assessment of the proposed mechanical plant has been submitted and approved by the Local Planning Authority, in accordance with Policy CC8 and EN17 of the Reading Borough Local Plan 2019.

Heritage implications

Policy EN1 states *"Applications which affect Listed Buildings will not have an adverse impact on those elements which contribute to their special architectural or historic interest including, where appropriate, their settings."*

The proposed development has been assessed for its material impact on the setting of the nearby listed buildings due to the proximity of the proposal site. The proposals are not considered to harm the character and appearance or the setting of the nearby listed buildings in accordance with policy EN1 of the Reading Borough Local Plan.

240763/ADV

The proposed signage is not considered to detract from the visual amenity of the local area and is in keeping with the character of the busy street in terms of design and materials used.

Illumination levels are to be lit at 375cd/m², which is below the maximum allowance 600cd/m² as referenced in policy OU4 of the Reading Borough Council Local Plan (2019).

Overall, signage is considered acceptable in terms of policies CC7 and OU4 of the Reading Borough Council Local Plan (2019).

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. These are detailed below (in *italics*), together with officer responses in relation to the proposal (in **bold**):

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:

i. where the means of illumination is directly visible from any part of the road;

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; or **NO**

ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective 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: **NO**

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; or **NO**

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 proposals are considered to be satisfactory on public safety grounds.

RECOMMENDATION

240762/FUL - GRANT

240763/ADV - GRANT

Subject to the following conditions:

240762/FUL

TL1 – Time limit

AP1 – Approved plans

M3 - Materials

N2 – Mechanical Plant (noise assessment required)

240763/ADV

A1 – Standard advert condition

AD1 – Advert Luminance

AD2 – Advert approved plans