

App Ref: 230392/ADV

Ward: Battle

Address: George Street, Reading, RG1 7HL

Proposals: Installation of Community Notice Board

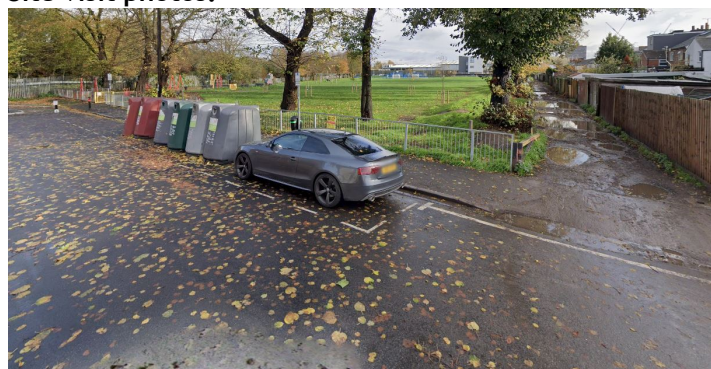
Case Officer: Gary Miles

Date received (valid from): 12 April 2023 Target Decision date: 7 June 2023

1. SITE DESCRIPTION

The application site is Victoria Recreational Park accessed from George Street. The park is owned and maintained by Reading Borough Council. The park is used by dog walkers, residents and members of the public for recreational use. It hosts a children's play area, a multi-use sports pitch facility. The Victoria Park Community Group organise events for the community and help maintain the park with events such as community litter picks. The recreational ground is a great asset to the community and wider council.

Site visit photos:



2. PROPOSAL AND SUPPORTING INFORMATION

Proposed installation of a notice board for the Victoria Park Community Group. The community group state: *'The notice board is not a billboard. Advertisements will be for community notes, community focused events and activities such as the coronation event this year and litter picks with a mind to call for volunteers. There will be no business advertising on the proposed notice board and the notice board will be maintained and monitored by the trustee of the Victoria Park Community Group (VPCG) who all live locally to the park'.*

Single Bay 4 x A4 Portrait Man-Made Timber, Noticeboard (O/a size 660mm wide x 848mm high) Polycarbonate Glazed/Lockable window/door. The notice board will be supported on two timber pots cemented in the ground adjacent to the metal railings.

Documents considered

Application Form - dated March 2023

Drawing no: TQRQM23093204632396 - Site Location Plan - dated March 2023

Drawing no: TQRQM23093192528155 - Proposed Block Plan - dated March 2023

Drawing no: Signage details/proposed elevations - not dated

Received by the Local Planning Authority on 28th March 2023

3. RELEVANT PLANNING HISTORY

None.

4. CONSULTATIONS

Internal:

Transport Officer: *there are no Transport objections to this application. The proposed signage is not illuminated and set back from the public footway.*

Parks Officer: *suggests that all Ward Cllrs are informed and confirm they are happy with the proposal, they would also need the commitment in writing from the resident's group/resident that they will agree to the maintenance once installed. When all that is agreed they can then discuss size, exact location and costs.*

Ward Councillor: *confirmation that all Abbey Ward councillors were happy with the proposal.*

External:

No addresses were consulted due to the small scale application and no properties touch the site boundary of the area in question.

5. 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.

6. 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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. The following local and national planning policy and guidance is relevant to this application:

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)
OU4 (Advertisements)
TR3 (Access, Traffic & Highway Related Matters)

7. APPRAISAL

The main issues are considered to be:

- i) Amenity
- ii) Public safety

7.1. Amenity

The proposed notice board will fit in with the overall character of the Park, George Street and the surrounding area. The notice board is to be constructed from timber and will be small in scale. The notice board will not be illuminated so will not cause a distraction to motorists or neighbours and is considered compliant with policies CC7, CC8 and OU4 of the Reading Borough Council Local Plan (2019).

7.2. 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. 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**

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

The proposal is considered compliant with policies TR3 of the Reading Borough Council Local Plan (2019).

8. CONCLUSION

The proposal has been assessed and the works are considered to be in line with the above policies and therefore Advertisement Consent can be granted subject to conditions.

RECOMMENDATION

GRANT

Subject to the following conditions:

1. A1: Standard Advert Requirements
2. AD2: Approved Plans (Adverts)

INFORMATIVES

1. Your attention is drawn to the terms and conditions of this consent. 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 consent 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 local planning authority has worked positively and proactively with the applicant to resolve relevant matters to allow consent to be granted within the prescribed target or agreed extended timescale for the decision to be issued.
3. It is advised that permission is granted in accordance with specific policies in the Reading Borough Council Local Plan (2019) in relation to Advertisement Consent solely.

