

DELEGATED PLANNING APPLICATION REPORT

Ward: Thames

App Ref: 230182/ADV

Address: Great Brighams Mead, Vastern Road, Reading, RG1 8DJ

Proposals:

Case Officer: Nathalie Weekes

Date received (valid from): 5 April 2023

Extended Target Decision date: 4 October 2023

1. SITE DESCRIPTION

The application site comprises a three-storey building, previously called Great Brighams Mead, with prior approval granted to be converted from office to residential use, with a part brick façade, a hipped roof and a distinctive clocktower in a prominent position within the public realm, surrounded by mature trees to the south and west of the building (many protected). There are artwork stones on the opposite side of signage to Great Brighams Mead. The site is located to the northwest of Reading Station, fronting onto the Caversham Road/Vastern Road roundabout. It is on the edge of a residential area comprising terraced Victorian houses and flats to the north towards the Thames.

The site is not statutory or locally listed, and there are no listed buildings or scheduled monuments in the immediate vicinity of the site. The site lies outside, but on the edge, of the Central Core Policy Area, in an AQMA and flood zone 2.

Front of Great Brighams Mead



2. PROPOSAL AND SUPPORTING INFORMATION

The proposal is to replace the existing stone signage (measuring 4m wide by 1.9m high and 0.27m off the ground) with a non-illuminated 'KESLAKE' stone sign in reconstituted stone to match the existing stone, 0.8m in height, and 3m wide. Letters are to be carved

in Arial font. The sign would have a steel structural support, with a reinforced concrete footing.

Plans considered

1876/04-230201 Application letter, Future Planning and Development, 16 February 2023

~~P1048-PL606B South elevation Proposed South elevation and plan~~

As received 04/04/2023

EX112 Location Plan

~~P1048-PL606A South elevation~~

As received 16/02/2023

~~P1048-PL606C South elevation~~

As received 17/04/2023

~~P1048-PL606E Proposed South elevation and plan~~

~~P1048-PL606D South elevation~~

As received 14/06/2023

P1048-PL606G Proposed South elevation and plan

As received 03/08/2023

PL607 Rev A Stone Sign Detail

As received 11 September 2023

Email from agent to confirm that the stones will remain in place on the opposite corner of the entrance signage on Wed 13/09/2023 14:44

As received 13 September 2023

3. RELEVANT PLANNING HISTORY

There have been various applications for signage at the site.

11/01019/ADV	Sponsorship signs on roundabouts in reading borough	GTD	14 November, 2011
07/01633/ADV	Erection of non-illuminated sign reading "ericsson".	GTD	12 March, 2008
06/01146/ADV	3x roundabout sponsorship signs. Standard roundabout Sponsorship sign with 'reading blooms' logo and aura logo.	GTD	17 November, 2006
210567	Change of use from office use Class B1(a) to use Class C3 to comprise 110 residential units. Prior Notification under Class 0, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015	PER	1 June 2021

4. CONSULTATIONS

A site notice was displayed at the site.

No letters of representation have been received.

Internal Consultees

RBC Transport had no objections to a non-illuminated sign. No lighting should be directed towards the public highway.

Discussions with the agent

Plans were amended to remove lighting from the signage. The design, size of sign and material proposed was also amended to reduce the impact of the sign within the public realm and to match the existing stone signage being replaced. Stones on the opposite side of the entrance to the signage will remain.

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

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.

Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework 2021;

Reading Borough Local Plan (November 2019)

- CC7: Design and the Public Realm
- CC8: Safeguarding Amenity
- OU4: Advertisements

APPRAISAL

Policy OU4 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 signage is in the same style as the existing sign, with materials that are proposed to match. It will not be illuminated. An illuminated sign would be out of keeping and a potential danger to road users at a busy junction of the public highway. As such it is not considered to harm amenity or negatively impact the character of the area.

Transport have no objections as the signage is not illuminated (Policy OU4).

Conclusion

The development has been assessed and the works are considered to be in accordance with the above relevant policies and Advertisement Consent can be granted. The signage is not considered to have a detrimental impact on amenity or public safety.

GRANT advertisement consent

Standard conditions

Approved plans

Materials

No illumination