

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 230782/ADV

Address: 100-101 Broad Street, Reading, RG1 2AX

Proposals: Internal installation of new 1no. 46" (Portrait) TV screen, depicting various Santander advertisements/promotions, within a metal shroud, floor standing unit.

Case Officer: Nathalie Weekes

Date received (valid from): 8 June 2023

Extended Target Decision date: 17 August 2023

1. SITE DESCRIPTION

The site is the ground floor shop unit of the Santander bank branch. It is located on the south side of Broad Street where there are different styles of shop front and illuminated signage.

The site is located within the Reading Central Area, Central Core, Primary Shopping Area, Office Core and within a designated active frontage. The unit is also located within an air quality management area.

It is not located within a Conservation Area and is not a listed building.

Site visit date: 05/07/2023

Site visit photo:



2. PROPOSAL AND SUPPORTING INFORMATION

The proposal is for the internal installation of new 1no. 46" (Portrait) electronic digital TV screen to be placed less than 1 metre behind the shop front window comprising, depicting various Santander advertisements/promotions, within a metal shroud, attached to a floor standing unit. Red dot graphic to shopfront glazing. Receipt bin removed from external ATM and new red vinyl re-applied to glass under ATMs.

Plans considered

2130-A-0544-0000 Site Location Plan

2130-A-0544-1100 Proposed Ground Floor plan

2130-A-0544-2100 Proposed Front Elevation

Generic Details External 46" Digital Merchandising TV

2130-A-0544-0100 Existing Ground Floor Plan

2130-A-0544-2000 Existing Front Elevation

2130-A-0544-1000 Existing and Proposed Block Plan

Received 08/06/2023

DM Lighting Assessment

Received 04/08/2023

3. RELEVANT PLANNING HISTORY

91/00915/ADV Fascia Sign Permitted 07/06/1991

01/01031/FUL Alterations to Existing Signage & New Window Sign Permitted 02-10-2001

01/01032/ADV Stainless steel fascia and internal illuminated, internal light box plus non projecting sign Permitted 02-10-2001

04/00462/ADV Replacement Fascia Sign & Projecting Sign Permitted 15/06/2004

050235 Illuminated fascia and projecting sign Permitted 13/06/2005

4. CONSULTATIONS

The following addresses were consulted by letter.

99 Broad Street, Reading, RG1 2AX

102 Broad Street, Reading, RG1 2AX

No letters of representation have been received.

RBC transport – no objections subject to conditions and informatives

CCTV – Concern regarding glare and requirement to turn off illumination at night.

Communications with the agent were discussed regarding hours of usage for the digital screen and concern regarding the impact of glare. The agent suggested setting the operating times from 8am to 5pm as a minimum.

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
- OU5: Shopfronts and Cash Machines
- CR7 Primary frontages in Central Reading

SPD

Design Guide for Shopfronts Adopted January 2022

APPRAISAL

Policies OU4 and OU5 state advertisements and shopfronts 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 advertisements would be similar to the existing and would be in keeping with the character of the immediate surroundings on Broad Street, which has a wide variety of shopfront signage, both illuminated and not.

Transport have no objections subject to a conditions to control the luminance of the proposed advertisements and impact of the digital screen on the public highway (Policy OU4).

A condition to restrict the operating times for the digital screen illumination from 8am to 5pm is recommended to reduce the impact of glare from the screen on CCTV in Reading town centre.

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

Hours

Luminance control

Moving images

10 seconds

Road signs

Uninterrupted images

Break down condition