

DELEGATED APPLICATION REPORT

Application No: 230519/ADV

Address: Reading Link Retail Park, Rose Kiln Lane, Reading

Proposal: Installation of (1) 9m totem, (2) directional sign, (3) directional sign, (4) clearance bar, (5) menu board, (6) order canopy, (7) menu board, (9) directional sign, (10) 1500mm fascia roundel, (11) 1500mm fascia roundel, (12) 305mm fascia wordmark, (13) 750mm fascia roundel, (15) banner frame (Retrospective)

Case Officer: David Brett

Applicant: 23.5 Degrees Limited

Received on: 18/04/2023

Valid from: 17/05/2023

Target Date: 12/07/2023

Site Description and Surrounding Area

The application site comprises a Starbucks to the northeast corner of Reading Link Retail Park. The Starbucks is a recent addition to the retail park and includes a drive-thru. The surrounding area is considered predominantly commercial, with residential to the north of the site on the north side of Holy Brook at Admirals Court.

The proposal site is not within a Conservation Area or Listed. A site visit was carried out on 21/06/2023.



Fig 1. Site photo taken by case officer on 21/06/2023.

Proposal

The proposal seeks advertisement consent for:

- 9m Totem
- Direction Signs (Quantity: 3)
- Menu Board (Quantity: 2)
- Order Canopy
- 1500mm Fascia Roundel (Quantity: 2)
- 305mm Fascia Wordmark
- 750mm Fascia Roundel
- Banner Frame

Plans/Documents Considered

The agent supplied the following plans for this application:

- Location and Block Plans - 39.90/01.1

~~Site Plan - 39.90/02.1~~

- 9M Internally Illuminated Totem Pole Sign - 22-709 Rev 2
- Drive Thru Directional Sign - 22-709 Rev 2
- Clearance Bar - 22-709 Rev 2
- Preview Menu Board - 22-709 Rev 2
- Starbucks EG Order Canopy - 22-709 Rev 2
- 5 Panel Menu Boards - 22-709 Rev 2
- No Entry/Thank You Directional Sign - 22-709 Rev 2
- 2 Off 1500mm External Single Sided Roundel - 22-709 Rev 2
- Evo 1 305mm Wordmark - Wall Mounted - 22-709 Rev 2
- 750mm External Single Sided Roundel - 22-709 Rev 2
- Starbucks D/s Banner Frame - 22-709 Rev 2

Received on 18/04/2023

- Site Plan - 39.90/02.1A

Received on 26/06/2023

Consultations

Reading Borough Council, Environmental Protection received on 25/05/2023

- Can the applicant confirm that the signs will only be illuminated during opening hours? This is to minimise impact on amenity of nearby residents. I would recommend a planning condition to restrict hours of operation of the illuminated signs.

Reading Borough Council, Transport Development Control received on 08/06/2023

- There are no transport objections to the proposed signage proposed under application ref 230519.
- Based on the dimensions of the illuminated signage, the illumination should not exceed 600 cd/m², however, the application form indicates that the illumination levels will not exceed 300 cd/m².

Relevant Planning History

230518/FUL - Installation of HVAC condensing units within protective cages (Retrospective) - To be determined.

230067/APC - Application for approval of details reserved by condition 11 (Lighting Plan) of Application 220737 - Conditions Discharged on 23/03/2023

230068/NMA - Non-Material Amendment to vary the wording of Condition 16 (BREEAM) - Non-Material Amendment Agreed on 24/02/2023

230027/APC - Application for approval of details reserved by condition 22 (Building Services Plant Noise Assessment) of application 220737 - Conditions Discharged on 24/02/2023

221721/APC - Application for approval of details reserved by condition 15 (BREEAM) of Application 220737 - Conditions Discharged on 12/12/2022

221712/NMA - Non-Material Amendment to Permitted Application 220737 to amend the approved plans (condition 5), s278 (condition 7), Tree Protection (condition 14), Footpaths (condition 19), Height Barrier (condition 20) and Dragon's Teeth (condition 21) - Non-Material Amendment Agreed on 12/12/2022

221159/NMA - Non-Material Amendment to permitted Application 220737 to amend the wording of condition 15 (BREEAM Certification) and 16 (BREEAM Certification) - Application Permitted on 07/11/2022 - Non-Material Amendment Agreed on 07/11/2022

220737/VAR - Outline application for a drive-thru coffee shop of 189sqm and a new access at Reading Link Retail Park, Rose Kiln Lane (appearance, layout, scale and landscaping reserved for future consideration). - Application Permitted on 05/08/2022

220736/REM - Application for approval of reserved matters following outline approval. (220737) - Application Permitted on 06/12/2022

220711/APC - Discharge of conditions 4 (materials), 8 (EV Charging points), 10 (Construction Environmental Management Plan) and 12 (Ecological Management Plan) of planning permission 220737/VAR - Conditions Discharged on 06/12/2022.

220506/APC - Application for approval of details reserved by conditions 9 CMS), 13 (Air Quality Assessment) and 18 (Delivery Servicing Plan) of application 201558 - Conditions Discharged on 12/08/2022

201558/OUT - Outline application for a drive-thru coffee shop of 189sqm and a new access at Reading Link Retail Park, Rose Kiln Lane (appearance, layout, scale and landscaping reserved for future consideration) - Application Permitted on 22/07/2021

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.

Relevant Planning Policy and Guidance

- 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;
National Planning Policy Guidance 2014 onwards;
NPPG: Advertisements;

Reading Borough Local Plan (November 2019)

- CC7: Design and the Public Realm

- CC8: Safeguarding Amenity
- OU4: Advertisements

Appraisal

a) Advertisements

The Reading Borough Local Plan advertisements policy (OU4) states that all adverts need to comply with the following criteria in order to be approved:

Advertisements will not obstruct windows, any other sign already located on the building, or cut across significant architectural features such as historic fascias, windows, pilasters, cornices or scrolls.	Complies
Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts.	Complies
Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest.	N/A - Proposal site is not Listed or within a Conservation Area.
Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies
Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	Complies - No objections are raised by the Transport Team subject to condition relating to maximum luminance of the signage.
Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies

As per the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements, Institute of Lighting Professionals, 2015; “Where the illuminated advertisement consists of

fret cut, individual letters or individual elements such as exposed light sources (e.g. cold cathode tubes) the illuminated area shall be defined as the background of the advertisement. That is the area of the background in a simple geometric shape or a combination of such shapes in which the letters or elements are completely contained.”

In accordance with paragraph 4.7.29 of the Reading Borough Local Plan, policy OU4 sets out the maximum illumination levels for illuminated signage in certain zones of Reading. These zones are defined in paragraph 4.7.30 as follows:

- Zone E1: Intrinsically dark areas.
- Zone E2: Low district brightness areas (e.g. rural-urban fringe).
- Zone E3: Medium district brightness areas (e.g. district and local centres and urban areas).
- Zone E4: High district brightness areas (e.g. the core of the centre).

The proposal site is considered Zone E3, due to the predominantly commercial setting of the surrounding area. Therefore, in accordance with policy OU4, the maximum illumination levels where the area of the illuminated area for the sign is more than 10m² is 300 cd/m², where the area is less than 10m² the maximum illumination levels is 600m².

The maximum illumination level for each sign will be secured via condition to the approval of this application to protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019. The applicant specified on the application form and plans that

the illuminance levels would be up to 300 cd/m² for each sign. A condition will therefore be included to ensure that the illuminance levels of the signs do not exceed 300 cd/m².

NPPG: Advertisements - [Considerations affecting 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) <i>those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway</i>	Complies
(b) <i>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</i>	Complies
(c) <i>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)</i>	Complies
(d) <i>those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology</i>	
i) <i>where the means of illumination is directly visible from any part of the road</i>	Complies - Maximum luminance to be secured via condition as detailed above
ii) <i>which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals</i>	Complies
iii) <i>which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather</i>	Complies
iv) <i>which are subject to frequent changes of the display</i>	Complies
(e) <i>those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message</i>	Complies
(f) <i>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</i>	Complies
(g) <i>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>	
i) <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</i>	Complies
ii) <i>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</i>	Complies
(h) <i>those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to,</i>	

<i>or confusion with, traffic signs, for example, advertisements which</i>	
<i>i) contain a large arrow or chevron (or have a pointed end and have only a few words of message)</i>	Complies
<i>ii) invite drivers to turn right on a main road, or where there is fast moving traffic</i>	Complies
<i>iii) invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely</i>	Complies
<i>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</i>	Complies
<i>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.</i>	Complies

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.

Recommendation

GRANT

Conditions

A1: STANDARD ADVERT REQUIREMENTS

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.

- i. 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.
- ii. 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.
- iii. 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.
- iv. 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.

AD1: Advert Luminance

The maximum luminance from the signs hereby consented shall not exceed 300 cd/m².

REASON: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019.

Turn off Signage when closed

The signs hereby consented shall not be illuminated at any time when the premises to which it relates are closed to the public.

REASON: To protect the visual amenity and avoid excessive glare that could harm residential amenity in accordance with Policy CC8 and OU4 of the Reading Borough Local Plan 2019.

AD2: APPROVED PLANS (ADVERTS)

The advertisements hereby consented shall be carried out in accordance with the following approved plans:

- Location and Block Plans - 39.90/01.1
- 9M Internally Illuminated Totem Pole Sign - 22-709 Rev 2
- Drive Thru Directional Sign - 22-709 Rev 2
- Clearance Bar - 22-709 Rev 2
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- Starbucks D/s Banner Frame - 22-709 Rev 2

Received on 18/04/2023

- Site Plan - 39.90/02.1A

Received on 26/06/2023

REASON: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with Policy OU4 of the Reading Borough Local Plan 2019.

Informatives

Standard Informatives