

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 231096/ADV

Address: Hospitium, Valpy Street, Reading, RG1 1AR

Proposals: 3mm di-bond advertising sign on outside of building 2500mm x 1000mm

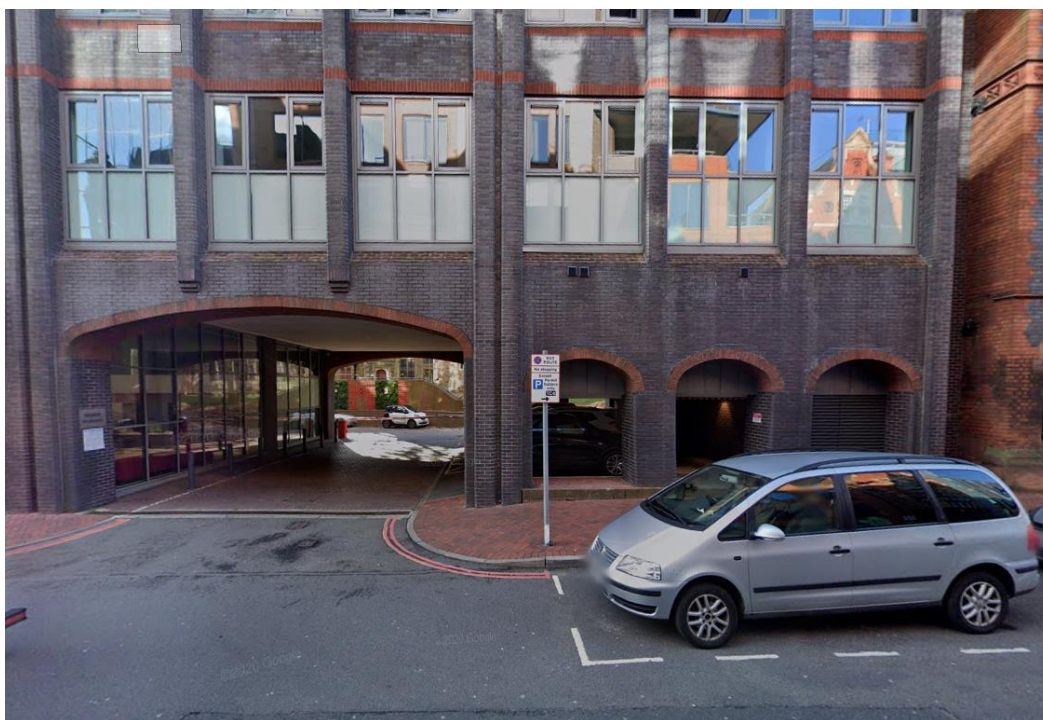
Case Officer: Marcie Rejwerska

**Date received (valid from): 22 August 2023
(ext.)**

Target Decision date: 10 November 2023

1. SITE DESCRIPTION

The application site comprises the principal elevation of 20 Valpy Street on the south side of Valpy Street, where an undercroft is located to access the Hospitium at the rear which contains the nursery for which the advertisement is proposed. The site is located within the Market Place/London Street Conservation Area. The Hospitium building is listed, but the building on which the advertisement is proposed is not listed.



Application site as seen from Valpy Street. Image taken from Google Maps on 07/11/2023.

2. PROPOSAL AND SUPPORTING INFORMATION

Advertisement consent is sought to erect a 3mm di-bond advertising sign. The sign is not illuminated.



Indicative image submitted by the applicant.

Plans considered:

- PP-123133488v2 Hospitium Location Plan, dated 17 August 2023, received 22 August 2023
- Block Plan, received 31 October 2023
- Signage Details, received 3 August 2023

3. RELEVANT PLANNING HISTORY

20 Valpy Street

- 940504 - Installation of a 90cm wall mounted satellite antenna for the purpose of receiving corporate broadcasts. - Application permitted
- 950075 - High level and fascia signs. - Application permitted
- 970571 - Installation of one microwave antenna. - Application permitted
- 980905 - Two internally illuminated fascia signs affixed to the 6th floor of the building - Application permitted
- 981025 - Individual letters to read - Minerva House pin mounted on stainless steel canopy. - Application permitted
- 991578 - Erection of two sets of illuminated logo signs and non illuminated letter signs. - Application permitted
- 130736 - Refurbishment and remodelling of the existing office building (B1:Business), including infill extensions and alterations, with conversion of part of the ground floor car park to offices (B1: Business) or flexible retail (Use Classes: A1 (shops), A3 (restaurants & cafes), A4 (drinking establishments)) uses with associated public realm improvements including access, car and cycle parking and servicing. - Application permitted
- 140113 - Non Material Amendment to permission ref. 130736/FUL for alterations to the main entrance. - Application permitted

4. CONSULTATIONS

The following addresses were consulted by letter.

Non-statutory:

RCAAC - No response

Public:

Reading Museum Service, Town Hall, Blagrove Street, Reading, RG1 1QH
North Gate House, 21-23 Valpy Street, Reading, RG1 1AF
St Johns Gate, 1 Valpy Street, Reading, RG1 1AR
Flat 5, 17-19 Valpy Street, Reading, RG1 1AR
Flat 6, 17-19 Valpy Street, Reading, RG1 1AR
Flat 4, 17-19 Valpy Street, Reading, RG1 1AR
Flat 1, 17-19 Valpy Street, Reading, RG1 1AR
Flat 2, 17-19 Valpy Street, Reading, RG1 1AR
Flat 3, 17-19 Valpy Street, Reading, RG1 1AR
Minerva House, 20 Valpy Street, Reading, RG1 1AR

No letters of representation received.

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)*

The ‘*National Planning Policy framework*’ (‘NPPF’) 2018 states clearly that its content is to be a material consideration in the determination of applications. The ‘NPPF’ states that due weight should be given to the adopted policies of the Local Development Framework (LDF) according to their degree of consistency with the ‘NPPF’ (the closer the policies in the plan to the policies in the ‘NPPF’, the greater the weight that may be given). Accordingly, the ‘NPPF’ and the following development plan policies and supplementary planning guidance are relevant

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)

CC1: PRESUMPTION IN FAVOUR OF SUSTAINABLE DEVELOPMENT

CC7: DESIGN AND THE PUBLIC REALM

CC8: SAFEGUARDING AMENITY

EN3: ENHANCEMENT OF CONSERVATION AREAS

TR3: ACCESS, TRAFFIC AND HIGHWAY-RELATED MATTERS

OU4: ADVERTISEMENTS

CR2: DESIGN IN CENTRAL READING

Other Local Documents

Market Place/London Street Conservation Area Appraisal 2007

APPRAISAL

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

Policy OU4 of the Reading Borough Local Plan (2019) states,

All adverts shall comply with the following criteria:

- *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; **NO***
- *Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts; **NO***
- *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; **ADVERTISEMENT NOT CONSIDERED HARMFUL TO THE CONSERVATION AREA***
- *Advertisements will not reduce visibility for users of the highway or accesses onto the highway; **NO***
- *Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; and **NA***
- *Advertisements should not obscure the sight lines of cameras installed for public safety. **NO***

The size of the signage is considered proportional, and the materials are considered appropriate for the application site as well as the surrounding area. The proposal is not considered harmful to the appearance of the conservation area nor the building on which it would be sited.

The proposed sign is considered acceptable in terms of Policies CC7, EN3 and OU4.

(ii) 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; **NA**
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **NA**
 - iv. which are subject to frequent changes of the display; **NA**
- (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **NA**
- (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 retroflective 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:
 - 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.

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 PERMISSION

Subject to the following conditions:

1. Standard Advert Requirements
2. Approved Plans (Adverts)