

## **DELEGATED APPLICATION REPORT**

**Ward:** Redlands

**App Ref:** 230438/ADV

**Address:** 1-4 Crown Colonnade, London Road, Reading

**Proposals:** Proposal to install 4x Fascia sign, 2x Projecting sign, 2x Vinyl, 2x Frosting.

**Case Officer:** Beatrice Malama

**Applicant:** Tesco

**Date received (valid from):** 3 April 2023      **Agreed Decision date:** 13 June 2023

### **1. SITE DESCRIPTION**

The application site is Tesco express, one of the commercial properties located near the intersection of London, Wokingham and Kings Roads. Most properties on this part of the area are for commercial use, however, the wider area is predominantly residential. The building is not listed and does not fall within a conservation area.

### **2. PROPOSAL AND SUPPORTING INFORMATION**

Advertisement consent is sought for the proposed installation of 4x non illuminated Fascia sign, 2x Projecting sign, 2x Vinyl, 2x Frosting.

Plans considered:

Drawing No: Fascia V2.2 page 2/2 - Sections & Details dated 31 October 2017, received on 4 April 2023

Drawing No: Fascia V2.1 page 1/2 – Fascia Details-2 dated 31 October 2017, received on 4 April 2023

Drawing No: Fascia V2.1 page 1/2 - Fascia Details dated 31 October 2017, received on 4 April 2023

Drawing No: Projecting + Sign V2.1 page 1/1 – General Arrangement dated 1 November 2017, received on 4 April 2023

Drawing No: 02\_6834\_02C – Proposed Plan \_ADV dated 3 April 2023, received on 4 April 2023

Drawing No: 03\_6834\_03B – Proposed Elevation \_ADV dated 3 April 2023, received on 4 April 2023

Drawing No: 03\_6834\_03BA – Existing Elevation \_ADV dated 3 April 2023, received on 4 April 2023

Drawing No: 02\_6834\_02A – Existing Site Plan \_ADV dated 3 April 2023, received on 4 April 2023

Drawing No: 02\_6834\_02B – Existing Plan \_ADV dated 3 April 2023, received on 4 April 2023

Location Plan dated 3 April 2023, received on 4 April 2023

Application form dated 3 April 2023, received on 4 April 2023

### **3. RELEVANT PLANNING HISTORY**

The site has long planning history however the most recent and relevant planning application are as indicated below:

Planning ref: 140729 - Installation of ATM within new shopfront – application permitted on 16 September 2014

Planning ref: 07/01047/REG3 - Internally illuminated advertisement measuring 1800mm x 1200mm – permitted on 8 October 2007

## 4. CONSULTATIONS

### Internal Consultations

The following addresses were consulted by letter.

5 Granby Court, Reading, Berkshire, RG1 5NX  
6 Granby Court, Reading, Berks, RG1 5NX  
5 Crown Colonnade, London Road, Reading, RG1 5BA  
6 Crown Colonnade, London Road, Reading, Berkshire, RG1 5BA  
5a Crown Colonnade, London Rd, Reading  
4 Granby Court, Reading, RG1 5NX  
2 Granby Court, Reading, RG1 5NX  
3 Granby Court, Reading, RG1 5NX  
7 Granby Court, Reading, RG1 5NX  
9 Granby Court, Reading, RG1 5NX

No Letters of representation have been 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. 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:

**The 'National Planning Policy framework' ('NPPF') 2021** 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.

### Reading Borough Local Plan (2019):

CC7: Design and the Public Realm  
TR3: Access, Traffic and Highway-Related Matters  
OU4: Advertisements  
OU5: Shopfronts and Cash Machines

## SPD

## 6. Appraisal

The main issues to be considered are:

- i) Amenity
- ii) Public safety

### i) Amenity

**Policy OU4 states that** *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 cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable. All adverts shall comply with the following criteria:*

**a)** *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***

**b)** *Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts; **Complies***

**c)** *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***

**d)** *Advertisements will not reduce visibility for users of the highway or accesses onto the highway; **Complies***

**e)** *Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; **The proposed signage would be illuminated and the illumination level would be 300 cd/m2. This level of illumination is considered safe for the public and is within the recommended range.***

**f)** *Advertisements should not obscure the sight lines of cameras installed for public safety. **Complies***

### 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; **No. Whilst the means of illumination would be visible from the Road, the levels of illumination would be***

**limited to 350 cd/m2 and within the recommended range which is considered safe for the public.**

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; **No** or

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:

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; **No** or

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**

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. **No**.

## **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. The applicant is advised that this consent only relates to the proposed signage only and therefore any other proposed development will require a separate planning application.

## **Recommendation**

Grant

## **Conditions**

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

### 3. AD1 ADVERT LUMINANCE

The maximum luminance from the signs hereby consented shall not exceed 350 cd/m<sup>2</sup>.

**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.

#### **Informative**

##### **1. Terms**

Your attention is drawn to the terms and conditions of this consent. Any works to the shopfront which do 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.