

DELEGATED APPLICATION REPORT

Address: Former Reading Golf Club 17 Kidmore End Road

Application No's: 230171/ADV

Proposals: 2 no. 'Company Branding' Flagpoles, 1 no. 'Welcome Sign V-Board' ACM on Aluminium Posts.

Applicant: Vistry

Application valid date: 14/02/2023

Target Decision date: 11/04/2023

Case officer: Matt Burns

1. Site Description and Surrounding Area

- 1.1 The application site forms part of the former Reading Golf Club playing course on Kidmore End Road in Emmer Green.
- 1.2 Outline Planning Permission ref. 211843 was granted at the site on 31st March 2022, with matters reserved in respect of Appearance only, for demolition of the existing clubhouse and the erection of a new residential scheme (C3 use) to include affordable housing and public open space at the former reading golf club.
- 1.3 The lower southern part of the application site is bounded to the south by the rear boundary line of the playing fields at Emmer Green Primary School; and the road access to Lyfield Court and The Conifers a retirement complex of 2-storey accommodation; and the boundary of a large residential dwelling at The Brindles.
- 1.4 The upper northern part of the application site to the east and west is bounded respectively by the rear gardens of the two storey detached dwellings on Brooklyn Drive; and various styles of dwellings on Gorselands, Eric Avenue and Highdown Hill Road. Many of these dwelling plots contain gated access directly onto the Golf Course. The surrounding area within Reading Borough has a sylvan, low to medium density, suburban character.
- 1.5 The application site currently consists of extensive areas of open managed grassland with existing mature trees and hedgerows. Due to the extent of existing trees, of varying categories, the site is subject to an Area Tree Preservation Order (ref Area TPO 4/18) and TPO 96/02 which includes 23 individual trees and 9 groups of trees.
- 1.6 Kidmore End Road is a single carriageway local distributor road operating a speed limit of 30mph. A footway is provided on the western side of Kidmore End Road and is segregated from the main carriageway by means of a 2.5m-wide grass verge.

2. The Proposals

i. Advertisement consent is sought for:

2 no. non-illuminated 'Company Branding' Flagpoles, 1 no. non-illuminated 'Welcome Sign V-Board' on Aluminium Posts. The 3 no. advertisements would be located next to each other on the eastern edge of the site within the existing car park and adjacent to the Kidmore End Road and the vehicular and pedestrian entrance to the former golf club. The same entrance point would also form the access to the approved new residential development during construction and when the development is occupied.

The advertisements sought are for marketing purposes in connection with the residential development that has planning permission on the site. The application states that the advertisements would be removed once the development is complete.

The 2 no. proposed aluminium flag poles would each be 6m in height and 0.01m in depth with 2.5m x 0.9m PVC 'flag' at the top of the poles which would display the name of the two house builders. One flag would be burgundy in colour and the other dark blue.

The 1 no. proposed V-Board would be supported by two aluminium posts. The structure would be a total of 3.3m in height, 1.73m in width and 0.11m in depth. The board supported by the posts would be aluminium composite materials, 1.5m x 1.5m in size and would display marketing information in white text relating to the approved residential development at the site set upon a primarily green background.

3. Public Consultation

i. Neighbour Consultation

None required for an advertisement consent application; however, a site notice was displayed at the site entrance on 14th March 2023.

4. Consultations

- i. RBC Transport:** No objections to the proposed signage which would be non-illuminated and located within the car park of the former golf club within the vicinity of the existing entrance.
- ii. RBC Natural Environment:** No objection to the proposed signage which is located in a positions such that it would not impact on tree or nearby hedgerows.

5. Plans Considered

- i. The Council, in reaching its recommendation, has taken into consideration the following documents:
- Drawing ref. READ-SS-001 – Sales Signage
Received by the Local Planning Authority on 24th April 2023
 - Drawing ref. SK11 Rev B – Site Layout
 - Pages 1 to 3 of document ref. Vistry Thames Valley Emmer Green Drive – V-Board Thomas Auty-Smith/NGC 01-02-2023 v.300
Received by the Local Planning Authority on 14th February 2023

6. Relevant Planning History

- i. 211843OUT: Outline planning application, with matters reserved in respect of Appearance, for demolition of the existing clubhouse and the erection of a new residential scheme (C3 use to include affordable housing) and public open space at the former Reading Golf Club. Granted on 31st March 2022 (linked to a S106)
- ii. 221312VAR: Outline planning application with matters reserved in respect of Appearance for demolition of clubhouse and erection of a new residential scheme (c3 use) including affordable housing and public open space at former reading golf club without complying with conditions 5 (Plans), 8&9 (Emissions) 10&11 (SuDS), 12 (Levels), 13 (Mix), 17 (AMS), 19 (Habitat Enhancement), 20 (CEMP), 22 (Biodiversity), 25&26 (Contamination), 29 (CMS), 34 (Cycle Parking), 35 (Refuse), 39 (Car Parking), 41 (Traffic Calming) & 44 (Archaeology) of outline permission 211843 for amendments including changes to layout, mix, parking, drainage, landscaping, open space and energy. Resolved to approve at Planning Applications Committee on 29th March 2023 – Awaiting completion of S106 before decision notice can be issued
- iii. 220930REM: Application for approval of reserved matters (appearance) submitted pursuant to outline planning application ref. 221312/VAR. Resolved to approved at Planning Applications Committee on 29th March 2023 – Awaiting issues of decision notice for application 221312/VAR before reserved matters decision notice can be issued

7. 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.

8. Relevant Planning Guidance

- i. 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 Borough Local Plan 2019.
- ii. 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.
- iii. Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.
- iv. The '*National Planning Policy framework*' ("NPPF") 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 Plan 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:

9. Relevant Policies

- i. The three applications have been assessed against the following policies:

National

National Planning Policy Framework

National Planning Policy Guidance

Reading Borough Local Plan 2019

CC7 Design and the Public Realm

CC8 Safeguarding amenity

TR3 Access, Traffic and Highway-Related Matters

OU4 Advertisements

10. Appraisal

Amenity

- i. The NPPG (Paragraph: 079 Reference ID: 18b-079-20140306) provides clarification as to the exact context amenity should be considered (in short, it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest). Furthermore, at the local level, policies CC7 and OU4 require that development be

compatible with the character and appearance of the surrounding environment in order to maintain the visual amenities of the area. In particular, 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 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”.

The two flag poles and V-board sign would be positioned with the existing car park area on the Kidmore End Road, set back 3.5m from the frontage of the site and pavement. The advertisements would be located in the same position as the entrance board sign to the former golf club which stood at around 3m in height but has since been removed from the site. There is a variety of street furniture surrounding this part of the site including a telegraph pole within the car park and street lighting columns located on the public pavement area directly adjacent to the car park whilst a number of large trees are also dotted along the car park frontage with Kidmore End Road.

At 6m in height the two proposed flagpoles V-board at 3m in height would sit below the height of the nearby telegraph pole, street lighting columns and trees. The advertisements would be visible from views either way along Kidmore End Road and from the frontages of nearby residential dwellings but given the small number of advertisements proposed, their siting and set back from the site frontage within the car park they are not considered to appear the unduly prominent in the context of the surroundings or given their non-illuminated nature to result in any significant harm to surrounding visual amenity. Given only three advertisements are proposed as well as the absence of any other notable advertisements within the vicinity of the site no issues in terms of proliferation of advertisements are identified.

The Natural Environment Officer has confirmed that the proposed advertisements are located sufficient distance from any trees or hedgerows to ensure that they would not have any adverse impacts in this respect, including from any on-site trees covered by the site area TPO.

The proposed marketing advertisements are typical of those proposed around similar development sites and notably they would not be a permanent feature given they relate to construction and marketing phase of the development. The application seeks advertisement consent for a 5-year period to align with the anticipated construction timeframe for the development. Therefore, a condition is recommended to require the advertisements to be removed 5 years from the date consent is issued given their retention is not considered to be acceptable once the development has been completed and all the new proposed dwellings are occupied. Furthermore, the advertisements would be required to be removed to allow the developer to comply with the landscaping requirements of the development.

Public Safety

- ii. 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, together with officer responses in relation to the proposal (in bold):
- iii. 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: **N/A**
 - i. where the means of illumination is directly visible from any part of the road; **N/A**
 - 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; **N/A**
 - (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 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; **No** or

v. 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**

vi. 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**

The RBC Transport Officer raise no objections to the proposed advertisements and in light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.

Conclusion

Having regard to the material considerations relevant planning policies as set out above, the Local Planning Authority considers that the balance of considerations therefore weighs in favour of granting advertisement consent subject to conditions.

11. Recommendations:

GRANT advertisement consent subject to conditions:

1. THE STANDARD CONDITIONS:

i. 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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

ii. 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.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iii. 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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iv. 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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

v. 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.

2. The advertisement hereby consented shall be carried out in accordance with the following approved plans:

- Drawing ref. READ-SS-001 – Sales Signage
Received by the Local Planning Authority on 24th April 2023
- Drawing ref. SK11 Rev B – Site Layout
- Pages 1 to 3 of document ref. Vistry Thames Valley Emmer Green Drive – V-Board Thomas Auty-Smith/NGC 01-02-2023 v.300
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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.

3. The advertisements hereby permitted shall be removed no later than the expiration of five years from the date of this consent.

REASON: To ensure the advertisements are removed in a timely manner in accordance with the anticipated constriction timeframe of the development given their siting would not be appropriate in terms of visual amenity impacts once the proposed new dwellings are

complete and occupied in accordance with Policies OU4 and CC7 of the Reading Borough Local Plan 2019.

Informatives:

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.
2. The decision to grant consent follows the positive and proactive consideration of the application.