

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 230421/ADV

Address: 2 Kenavon Drive, Reading, RG1 3DH

Proposals: Display of non-illuminated 'M O N K E Y M O O S' fascia sign on west elevation at ground floor level

Case Officer: Joel Grist

Date received (valid from): 31 March 2023 **Target Decision date:** 6 June 2023

1. SITE DESCRIPTION

Site visit date: 06/06/2023

Site visit photos:



The site relates to a ground floor unit within a mixed-use building within the development site known as Huntley Wharf. The unit was approved for day centre/creche use (Class E) under permission 170509 as detailed in the planning history below. The unit is located close to the site entrance from Kenavon Drive.

2. PROPOSAL AND SUPPORTING INFORMATION

The application seeks advertisement consent for the display of individual acrylic letters (therefore presumed to be non-illuminated) spelling 'M O N K E Y M O O S' in 6 different colours on the front elevation fascia. The advert also includes a circular logo and white cut vinyl text website and phone number. The advert will be located on a ground floor commercial unit within a mix used building, fronting onto the west elevation.

The applicant is seeking advertisement consent for a period of 20 years.

Plans considered
O446.Arch.001; 002

3. RELEVANT PLANNING HISTORY

There is an extensive planning history relating to the redevelopment of this site, following the original permission as detailed below:

170509: Demolition of the two existing retail (Homebase and former Toys R Us) structures and the erection of new buildings ranging between 2 and 11 storeys in height, providing 765 (18 x studio, 302x1, 409x2 and 36x3- bed) residential units (Class C3), 5 commercial units (1x flexible Class A1-A4, B1 or D1-D2, 1x flexible D1 or D2, 1x flexible Class A1- A5, 1x flexible

Class A3 or A4, 1x flexible A1-A5 or D1-D2 uses), various works to the public realm, including a new riverside square, landscaping, accesses, parking and associated works. This application is accompanied by an Environmental Statement. (amended description). Granted - 10/10/2018

4. CONSULTATIONS

No addresses were consulted by letter. There is no statutory requirement for consultation as part of advertisement consent applications.

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:

National Policy and Guidance

National Planning Policy Framework
National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7: DESIGN AND THE PUBLIC REALM
EN1: PROTECTION AND ENHANCEMENT OF THE HISTORIC ENVIRONMENT
TR3: ACCESS, TRAFFIC AND HIGHWAYS RELATED MATTERS
OU4: ADVERTISEMENTS
CR2: DESIGN IN CENTRAL READING
CR13: EAST SIDE MAJOR OPPORTUNITY AREA

APPRAISAL

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) sets out the relevant considerations for the assessment of this application, notably the impact of the proposed advertisement of amenity and public safety. Policy OU4 sets out the scope of amenity and public safety considerations.

The advert will be located at ground floor level on the west elevation of a part 11, part 6 storey building. While the advert will contain multiple colours, it is modest in size and will not be illuminated. There are a number of commercial buildings to the north of the site that

contain a range of advertisements sizes and styles such the proposed advert is not considered harmful to the visual or aural amenity of the area. For these reasons, and as the sign will be offset from the road frontage along Kenavon Drive, the advert is not considered harmful to public safety. In respect of the Council's general and central area design policies the proposals are also considered appropriate. The proposals also align with the relevant principles of the east side major opportunity area the site is located within and are not considered to impact on the setting on any nearby heritage asset.

Conclusion

The advertisement is not considered harmful to public safety or amenity and the proposal complies with the requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and Policy OU4 of the Reading Borough Local Plan 2019. It is also considered to comply with other relevant local plan policies outlined above.

RECOMMENDATION

Approve

Subject to the following conditions:

1. 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.
- 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.
- 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.
- 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.
- 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 advertisements hereby consented shall be carried out in accordance with the following approved plans:
Drawing No: 0446.ARCH.001; 002 received on 01/06/2023

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:

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, including issuing the decision within the agreed extended time period.