

DELEGATED ADVERT APPLICATION REPORT

Application No: 230815/ADV

Address: 159 Friar Street

Proposal: Temporary addition of logo/branding to existing mural artwork.

Case Officer: Julie Williams

Applicant: Global Street Art

Proposal

Artwork painted on side wall of building as part of the Las Estrellas Del Camino project in Reading with trade name so needs to be treated as an advertisement application.

Height: 12.89m

Width: 5.28m

Depth: 0.01m

Height from ground to base: 3m

Hand painted mural with advertisement in corner.

Application is for temporary consent for 3 years.

The painted wall with artwork does not require planning permission (Part 2 Class C GDPO) but the application of the logo constitutes an advertisement for which consent is required.

The submitted statement explains that this mural is part of an international street art project to celebrate the “Camino de Santiago” as a holy path leading to Santiago de Compostela in Spain.

The St James Way part of the route in England starts from St James Roman Catholic Church in Forbury Gardens.

The figures in the artworks are pilgrims who have walked the route and the mural was painted in 2023 with the logo added more recently.



Plans Considered

The agent supplied the following:

Location plan

Elevation Drawing

Statement

Drawing of logo

received on 12 June 2023

Relevant Planning History

None relevant to this proposal

Consultation Responses

Reading Civic Society

I have consulted the RCS committee about this application.

We agree that it is good for Reading to be included as one of the artworks for this Europe wide project. We welcome some street art on the end wall of a building, there are other opportunities around the town.

Whilst recognising that the artwork does not need Planning Consent I have to say that it is not hard to find far better images of Heather Small.

However, turning to the advert content, which is the point of the application. That this was a beer advert was pretty clear when it was unveiled. The scale of the proposed specific branding is not excessive.

We therefore support the application.

Figure 1 - The application property – 159 Friar Street (copyright Google)



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

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'. However the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

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.

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

NPPG: Advertisements

Reading Borough Local Plan (Adopted November 2019)

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

Appraisal

A) Reading Borough Local Plan Policy OU4: Advertisements

The Reading Borough Local Plan advertisements policy (OU4) sets out criteria for assessing the impact of new advertisements in terms of amenity and the character of areas. When assessed against all of these the logo is found to comply.

B) Safety

The proposed advertisement gives rise to no security or safety concerns.

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 Consent