

DELEGATED APPLICATION REPORT

Application No: 221249/ADV

Address: Greyfriars Centre, Friar Street, Reading, RG1 1EH

Proposal: Erection of 2 signs incorporating a cross and lettering on the South East Elevation (Sign 1), North West Elevation (Sign 2).

Case Officer: David Brett

Applicant: Greyfriars Church

Received on: 22/08/2022

Valid from: 23/08/2022

Target Date: 18/10/2022

Site Description and Surrounding Area

The proposal site consists of the Greyfriars Centre on the corner of Friar Street and Caversham Road. The Greyfriars Centre serves the Greyfriars Church, which is also located on the site and is a Grade I Listed Building (List Entry Number: 1321952). Planning approval was granted in 2021 for the demolition of the pre-existing Greyfriars Centre and replacement with a three-storey church centre. At the time of , the new Greyfriars Centre is under construction.

The proposal site is not within a Conservation Area or Listed.



Fig 1. Site photo taken by case officer on 31/08/2022.

An unaccompanied site visit was carried out on 27/07/2022.

Proposal

The proposal seeks advertisement consent for:

- 1no illuminated sign (Southeast Elevation)

- Overall Height: 3.36m
- Overall Width: 5.8m
- Sign to be 'halo' illuminated using white chain linked LEDs

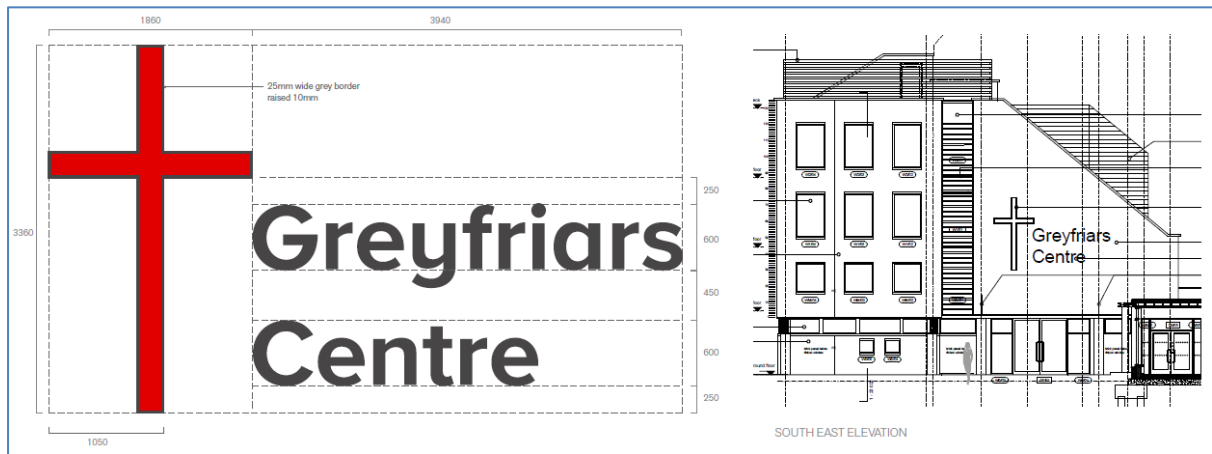


Fig 2. Proposed Southeast Elevation

- 1no illuminated sign (Northwest Elevation)
 - Overall Height: 2.975m
 - Overall Width: 3.240m
 - Sign to be 'halo' illuminated using white chain linked LEDs

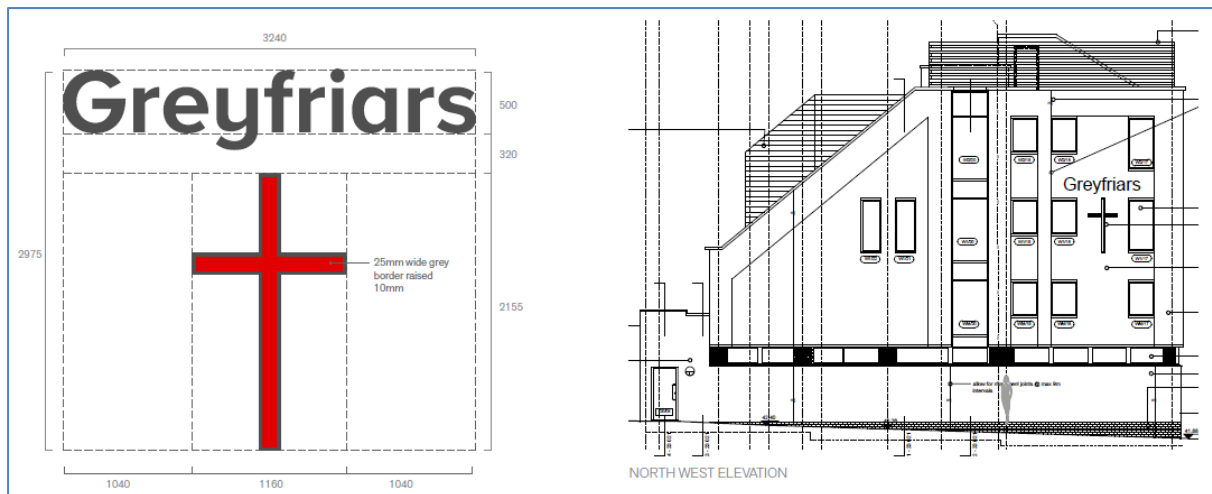


Fig 3. Proposed Northwest Elevation

Plans/Documents Considered

The agent supplied the following plans for this application:

- Greyfriars Church | Wayfinding Designs | Rev 0 | 11.05.22
- Proposed OS Location Plan - GRE CENT 170 06
- External Cross & Lettering Details - GRE-CENT 34 010 C0
- Proposed North West Elevation - GRE-CENT 22 004 C2
- Proposed South East Elevation - GRE-CENT 22 003 C1
- Planning Statement - 538 0722 CC

Received on 23/08/2022

Consultations

Reading Borough Council, Transport Development Control received on 13/09/2022

- There are no Transport objections to the application subject to a planning condition restricting the maximum luminance of the sign 1 to 300cd/m² (sign exceeds 10m² therefore 300cd/m² is required), and sign 2 to 600cd/m².

Relevant Planning History

190650/FUL - Demolition of the existing western foyer, and replacement with a larger glazed foyer area and other internal works; and single storey rear extension to no's 2 and 4 Sackville Street to link the church to these building, and the change of use of the premise from Sui Generis (Counselling services offices) to Class D1 use (non- residential institution - public worship or religious instruction), and changes to external parking and landscaping.
- Application Permitted on 08/08/2019

191848/FUL - Demolish Existing Church Centre, Construct New Three Storey Church Centre with Plant Enclosure on Roof and Single Storey Glazed Link at Ground Floor Level. Associated hard and Soft Landscaping and External Works. - Application Permitted on 17/05/2021

200719/APC - Application to discharge condition 5 (archaeological work) of approved application 190650. - Condition Discharged on 29/06/2020

200864/APC - Application to Discharge Conditions 3 (Materials), 4 (Construction Method Statement and car parking management plan), and 6 (Landscaping) of approved application ref 190650. - Conditions Discharged on 24/07/2020

201409/NMA - Non Material Amendment relating to the movement of the pedestrian gate position at Greyfriars Church as part of the Phase 1 works of approved application ref 190650 - Agreed on 09/11/2020

210574/NMA - Non-material amendment to planning permission 190650 to amended landscaping and parking layout - Agreed on 07/07/2021

210789/APC - Discharge condition 12 (Noise Assessment) of planning permission 190650 - Condition Discharged on 05/07/2021

210792/APC - Discharge condition 10 (construction method statement) of planning permission 191848 - Condition Discharged on 14/07/2021

210884/APC - Discharge of condition 4 of planning permission 191848 (programme of archaeological work) - Condition Discharged on 28/07/2021

211036/APC - Application to discharge condition 7 (biodiversity enhancements) of planning permission ref. 190650 - Condition Discharged on 06/08/2021

211147/NMA - Application for Non-Material Amendment to planning permission 191848 (phase 2) for changes to fenestration and external detailing - Agreed on 16/08/2021

211163/APC - Application for approval of details reserved by condition 11 (Employment Skills & Training Plan) of planning permission 191848 - Condition Discharged on 27/10/2021

211262/APC - Application for approval of details reserved by condition Condition 18 - Hard and Soft Landscaping - of Planning Permission ref. 191848 - Condition Discharged on 29/10/2021

220170/NMA - Non-Material Amendment to planning permission ref. 191848 for changes to window and parapet height - Agreed on 22/04/2022

221172/NMA - Non-Material Amendment to planning permission ref. 191848 for removal of Brise Soleil from south elevation three storey glazed panels - Agreed on 06/09/2022

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

- 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.

Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework 2021;
National Planning Policy Guidance 2014 onwards;
NPPG: Advertisements;

Reading Borough Local Plan (November 2019)

- CC7: Design and the Public Realm
- OU4: Advertisements
- CR2: Design in Central Reading
- CR3: Public Realm in Central Reading

Appraisal

a) Advertisements

The Reading Borough Local Plan advertisements policy (OU4) states that all adverts need to comply with the following criteria in order to be approved:

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

Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts.

Complies

Advertisements on listed buildings or in Conservation

Complies - The proposal site

Areas will respect or enhance the building or area, and will respect the key features of the special historic interest.	contains a Grade I Listed Church, however, the proposed signs are considered to respect key features of historic interest.
Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies
Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	Complies - No objections are raised by the Transport Team subject to condition relating to maximum luminance of the signage.
Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies

As per the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements, Institute of Lighting Professionals, 2015; "Where the illuminated advertisement consists of fret cut, individual letters or individual elements such as exposed light sources (e.g. cold cathode tubes) the illuminated area shall be defined as the background of the advertisement. That is the area of the background in a simple geometric shape or a combination of such shapes in which the letters or elements are completely contained."

In accordance with paragraph 4.7.29 of the Reading Borough Local Plan, policy OU4 sets out the maximum illumination levels for illuminated signage in certain zones of Reading. These zones are defined in paragraph 4.7.30 as follows:

- Zone E1: Intrinsically dark areas.
- Zone E2: Low district brightness areas (e.g. rural-urban fringe).
- Zone E3: Medium district brightness areas (e.g. district and local centres and urban areas).
- Zone E4: High district brightness areas (e.g. the core of the centre).

The proposal site is considered Zone E4, due to the predominantly commercial setting of the surrounding area. Therefore, in accordance with policy OU4, the maximum illumination levels where the area of the illuminated area for the sign is more than 10m² is 300 cd/m², where the area is less than 10m² the maximum illumination levels is 600m².

The area to be illuminated for the sign to the proposed southeast elevation is more than 10m², therefore the maximum illumination levels for each sign will be set at 300 cd/m². The area to be illuminated for the sign to the proposed northwest elevation is more than 10m², therefore the maximum illumination levels for each sign will be set at 600 cd/m².

The maximum illumination level for each sign will be secured via condition to the approval of this application 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. The applicant specified on the application form and plans that the illuminance levels would be up to 450 cd/m² for each sign. For clarity, the signs will be restricted to the illuminance levels as suggested by Transport Development Control.

NPPG: Advertisements - [Considerations affecting 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) <i>those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway</i>	Complies
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(b) <i>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</i>	Complies
(c) <i>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)</i>	Complies
(d) <i>those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology</i>	
i) <i>where the means of illumination is directly visible from any part of the road</i>	Complies - Maximum luminance to be secured via condition as detailed above
ii) <i>which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals</i>	Complies
iii) <i>which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather</i>	Complies
iv) <i>which are subject to frequent changes of the display</i>	Complies
(e) <i>those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message</i>	Complies
(f) <i>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</i>	Complies
(g) <i>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>	
i) <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</i>	Complies
ii) <i>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</i>	Complies
(h) <i>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>	
i) <i>contain a large arrow or chevron (or have a pointed end and have only a few words of message)</i>	Complies
ii) <i>invite drivers to turn right on a main road, or where there is fast moving traffic</i>	Complies
iii) <i>invite drivers to turn, but are sited so close to the</i>	Complies

<i>turning that there is not enough time to signal and turn safely</i>	
<i>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</i>	Complies
<i>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.</i>	Complies

Conclusion

The development has been assessed and the works are considered to be in accordance with the above relevant policies and planning permission and Advertisement Consent can be granted.

Recommendation

GRANT

Conditions

A1: STANDARD ADVERT REQUIREMENTS

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.

- i. 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.
- ii. 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.
- iii. 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.
- iv. 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.

AD1: Advert Luminance

The maximum luminance from the sign 1 to the southeast elevation hereby consented shall not exceed 300 cd/m2.

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.

AD1: Advert Luminance

The maximum luminance from the sign 2 to the northwest elevation hereby consented shall not exceed 600 cd/m2.

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.

AD2: APPROVED PLANS (ADVERTS)

The advertisements hereby consented shall be carried out in accordance with the following approved plans:

- Proposed OS Location Plan - GRE CENT 170 06
- External Cross & Lettering Details - GRE-CENT 34 010 C0
- Proposed North West Elevation - GRE-CENT 22 004 C2
- Proposed South East Elevation - GRE-CENT 22 003 C1

Received on 23/08/2022

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