

DELEGATED ADVERTISEMENT CONSENT APPLICATION REPORT

Ward: Abbey

App Ref: 221271/ADV

Address: 134 Broad Street, Reading, RG1 2BD

Proposals: 2 no. externally illuminated fascia signs to the northern and eastern elevations, 2 no. non-illuminated hanging signs to be fixed to northern and eastern elevations

Case Officer: Ryan Allen

Applicant: Gail's Ltd

Date received (valid from): 26 August 2022 **Target Decision date:** 21 October 2022

1. Site Description and Surrounding Area:

The application site is a commercial unit on Broad Street in Reading town centre. The unit is currently unoccupied. The immediate area is wholly commercial. The application site is not listed nor in a conservation area. The application site falls within the Primary Shopping Area and the identified Central Core area. The application site is also adjacent to a heritage asset.



Site Visit Photo

Site Visit Photo

2. Proposal

Advertisement consent is sought for the installation of 2 no. externally illuminated fascia signs to the northern and eastern elevations, alongside 2 no. non-illuminated hanging signs fixed to the northern and eastern elevations.

The 2 no. fascia signs will measure 0.5m in height, 2.005m in width and 0.2m in depth. The height from ground to base is 3.5m. The signs will be externally illuminated by linear through lights attached above the signage at the fascia; to be illuminated at 250cd/m2.

The 2no. projecting signs will measure 0.4m in height, 1m in width and 0.5m in depth, with maximum projection from the face of the building at 1m. The height from ground to base is 3.6m. The signs are not illuminated.

2.1. Plans/ Documents Submitted:

Proposal Letter

Site Location Plan - 0000

Existing External Front Elevations - 0200

Existing External Side Elevation - 0201

Proposed External Front Elevation - 1200

Proposed External Side Elevation - 1201

Received 26/08/2022

Block Plan - 0001

Existing Ground Floor Plan - 0100

Proposed Ground Floor Plan - 1100

Proposed External Front Elevation - 1200 rev. 01

Proposed External Side Elevation - 1201 rev. 01

Received 29/09/22

3. Relevant Planning History:

211755 - 27/10/21/FUL - Shopfront redecoration including painting and replacement signage - Withdrawn as premises closed.

211756 - 27/10/22/ADV - Replacement fascia signage, Gold foamex letters raised 25mm mounted on deep royal blue aluminium composite trays. Externally illuminated by existing trough lighting. - Withdrawn as premises closed

4. Consultation Responses:

4.1. Internal Consultation

Community Safety - No response.

Transport Development -

Fascia and Projecting Signage

AD1 ADVERT LUMINANCE

The maximum luminance from the signs as detailed in the application form 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.

The maximum luminance from the Fascia as detailed in the application form hereby consented shall not exceed 600 cd/m2.

The maximum luminance from the projecting sign as detailed in the application form 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.

4.2. External Consultation

TVP CCTV -

Fascia Sign

No issues.

Projecting Sign

Initial concerns were raised regarding the easterly projecting signage. It was deemed that the signage had potential to block the view of the Minster Street footpath from the CCTV camera's present in the area, in conflict with the NPPG guidance on the grounds of public safety. Upon further assessment, it was established that the potential concerns were unfounded and the signage was seen to block a view of the Minster Street road rather than the footpath. Given this, TVP CCTV confirmed that no issues were present with the proposal; fascia signage included.

5. Summary of discussions with applicant/agent:

An e-mail was sent to the agent on **26/09/22** taking TVP CCTV's comments into consideration regarding the initial concerns over the projecting sign on the Eastern side of the site. It was requested that revised plans were submitted illustrating the removal of the Eastern projecting sign on the grounds of public safety due to the potential obstruction. It was then noted that the previous occupiers of the premises had projecting signage of comparable scale and location; meaning TVP CCTV were consulted further to establish if the previous signage had caused concerns to come to fruition. It was then confirmed that the signage had not confirmed any issues and the proposed signage was similarly not a cause for concern as previously thought. Confirmation of the reviewed stance on the easterly projecting signage was relayed to the agent.

Revised plans were then submitted and accepted on **29/09/22** including the addition of linear through lighting to the proposed fascia signage, alongside the removal of the Easterly internally illuminated signage to be suspended over the Minster Street entrance.

6. 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.

7. Relevant Planning Policy and Guidance and Legal 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. The Development Plan for Reading relevant to the application site comprises the *Reading Local Plan (2019)*

The ‘*National Planning Policy framework*’ (‘NPPF’) 2018 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.

Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

Relevant Policies

Reading Borough Local Plan (2019):

CC7 Design and the Public Realm
OU4 Advertisements

8. Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

8.1. Amenity

The proposed fascia and projecting signage are considered in keeping with the overall character of the building and surrounding area. The size of the aforementioned signage is considered to be proportional, and the materials are considered to be appropriate for the application site, as well as the surrounding area. Policy OU4 of the Reading Borough Local Plan (2019) states that in Zone E4 - high district brightness areas the luminance should be a maximum of 600 cd/m² (for illuminated areas below 10m²). As illumination levels for the externally illuminated fascia

signage are proposed to be 250cd/m², this is considered compliant with the policy. The addition of discreet linear through lights externally illuminating the fascia signage are considered to be in keeping with the area and respectful of the heritage asset adjacent to the application site.

The proposed signage is considered acceptable in terms of policies CC7 and OU4. A condition is recommended to limit the luminance level of the fascia and projecting signage.

8.2. 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;*
 - 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; or NO*
 - 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: NO*
 - 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; or NO*
- 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, CCTV operators requested that illuminance levels should be kept to a minimum.

In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.

9. 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.

Recommendation

Grant

Conditions

1. A1: Standard Advert Requirements
2. AD2: Approved Plans (Adverts)
3. AD1: Advert Luminance
The maximum luminance from the fascia sign and projecting sign as detailed in the application form 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.

Informatives

1. Your attention is drawn to the terms and conditions of this consent. Any development which is carried out but which differs materially from the approved plans and details, or does 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.
2. The local planning authority has worked positively and proactively with the applicant to resolve relevant matters to allow consent to be granted within the prescribed target or agreed extended timescale for the decision to be issued.