

DELEGATED PLANNING APPLICATION REPORT

Ward: Redlands

App Ref: 230019/ADV

Address: 3 Craven Road, Reading, RG1 5LE

Proposals: 2 no. non-illuminated metal display board signs (Signs B and E). 2no. externally illuminated metal display board signs (Signs A and D). 1no. internally illuminated projecting sign (Sign C).

Case Officer: Marcie Rejwerska

Date received (valid from): 9 January 2023 **Target Decision date:** 6 March 2023

1. SITE DESCRIPTION

The application site comprises the two buildings on the east side of Craven Road which are joined together by a modern single storey link building. The buildings front onto Craven Road and are set back from the road with low level hedges and railing. The site falls under Class Use E.

The site is not within a conservation area but is locally listed. The listing reads as follows,

“The building makes use of brickwork which although Victorian is distinctively from the Berkshire area due to use of clays found in the area, possibly at local kilns from areas such as Tilehurst.

The Gothic building retains exuberant polychromatic brickwork and stone dressings and an ogee turret roof at the rear angle. The building retains virtuoso yellow stock brickwork forming the plinth, dentillated string course, quoins and levelling courses and forming the chimney stack. The decorative fretted timberwork at the gables is particularly impressive. Dressed stone around the windows heads and cills with keystones shows particular quality. The building is associated with a number of large villas along Craven Road, and the historic Berkshire Hospital building.”

2. PROPOSAL

Permission is sought for 2 non-illuminated metal display board signs, 2 externally illuminated metal display board signs and 1 internally illuminated projecting sign. All proposed signage will be in powder coated blue (RAL 5011) with white lettering (RAL 9003).

Proposed illuminance level is 600 cd/m² for both internally and externally illuminated signs.

Plans submitted:

5021_KW_P2_DR_01-01, Location plan, dated 26 July 2022, received 10 January 2023

5021_KW_P2_DR_06-02, Proposed site plan/elevations, dated 6 January 2023, received 10 January 2023

5021_KW_P2_DR_06-03, Signage proposed details, dated 6 January 2023, received 10 January 2023

3. RELEVANT PLANNING HISTORY

041338 - Temporary relocation of existing portable building from Battle Hospital and extension to house Dingley Childrens Development Centre - Application permitted on 19/1/2005

160355 - Erection of a part 4 storey/part 3 storey building to accommodate 39 Retirement Living units (C3 use) for older persons with communal facilities, parking and associated landscaping following the demolition of existing buildings. - Application withdrawn on 21/4/2016

171954 - Demolition of existing buildings and redevelopment to form 25 Retirement Living units (C3 use) for older persons with communal facilities, parking and associated landscaping. - Application refused on 8/2/2018; Appeal dismissed on 14/6/2018

220332 - Certificate of Lawfulness for Existing use as Class E(e) facility for the provision of medical or health services - Cert. granted on 13/7/2022

221114 - Removal of timber extension to rear of no.3 Craven Road and replacement with brick extension. Removal of lean-to extension to rear of no.3 Craven Road and construction of external storage area. Removal of escape stair to rear of no.5 Craven Road. Revised fenestration to link building. (Amended Description) - Application permitted on 30/11/2022

4. CONSULTATION RESPONSES

Internal consultations:

CCTV - No response received.

Community Safety - There are no CCTV cameras nearby that would be disrupted by the proposal.

Heritage - No response received.

External consultations:

The following addresses were consulted via letter on 12 January 2023:

7 Craven Road
7a Craven Road
7b Craven Road

No responses received.

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. 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
TR3 Access, Traffic and Highway-Related Matters
OU4 Advertisements

6. APPRAISAL

The main issues are considered to be:

- i) Amenity
- ii) Public safety

Policy OU4 of the Reading Borough Local Plan (2019) states,

All adverts shall comply with the following criteria:

- *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; **NO***
- *Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts; **NO***
- *Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest; **The proposal respects the character of the buildings and is not considered harmful to the outlook of the site.***
- *Advertisements will not reduce visibility for users of the highway or accesses onto the highway; **NO***
- *Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; and **NO***
- *Advertisements should not obscure the sight lines of cameras installed for public safety. **NO***

The proposed signage is considered in keeping with the overall design and character of the building. The size of the signage is considered proportional, and the materials are considered appropriate for the application site as well as the surrounding area.

The proposed sign is considered acceptable in terms of Policies CC7 and OU4.

1.1. 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: **NO***
 - 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**

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

2. 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 Permission

Subject to the following conditions:

A1
AD2
AD1
IF5
IF1