

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 221594/ADV

Address: R2 - 3 The Riverside, The Oracle, Bridge Street, Reading, RG1 2AG

Proposals: 2 no. Marugame Udon: Japanese Noodles & Tempura fascia sign. 1 no. Marugame Udon: Japanese Noodles & Tempura hanging sign. 1 no. Marugame Udon: Japanese Noodles & Tempura projecting sign. 7 no. branded umbrellas over existing external seating area. 7 no. branded breeze screens to enclose existing external seating area. 2 no. Digital Promotion Screens

Case Officer: Ryan Allen

Date received (valid from): 25 October 2022 Target Decision date: 20 December 2022

Ward: Abbey

App Ref: 221593/FUL

Address: R2 - 3 The Riverside, The Oracle, Bridge Street, Reading, RG1 2AG

Proposals: External Alterations including installation of new door, installation of planters and associated signage

Case Officer: Ryan Allen

Date received (valid from): 2 November 2022 Target Decision date: 28 December 2022

1. SITE DESCRIPTION

The application site is a retail unit located on The Riverside, The Oracle; the frontage of which is considered a primary frontage within Central Reading. Until recently, the unit was occupied for a number of years by restaurant chain Pizza Hut, thus no change of use is required for this application.

2. PROPOSAL AND SUPPORTING INFORMATION

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Advertisement consent is sought for the installation of 2x fascia signs to stretch across the front and side elevations, 1x hanging sign to be mounted above the newly proposed takeaway entrance, 1x projecting sign to the front elevation, 2x digital screens to be affixed to the external façade of the unit and relevant branded breeze screens and umbrellas in conjunction with the proposed external seating area.

The fascia signs are to be non-illuminated individual letters bonded to a PPC aluminium panel, measuring at 1.2m x 5m. The 1no. hanging sign will mirror the fascia signage in terms of materials and illumination and will measure at 0.279m x 2.225m. The projecting signage is to be double sided PPC with applied graphics, fixed to the braces on the protruding pillars. It will measure at 1.7m x 0.478m and be illuminated at a maximum of 600cd/m².

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Planning permission is sought for the installation of a new glazed door to the 'set back' element of the front elevation. The door will mirror those of the existing doors providing public access to the unit and will facilitate customer entrance to the takeaway aspect of the unit. Planters are also proposed to be installed outside the side & takeaway entrances to the unit.

Plans considered:

221594/ADV - Received 25/10/22

Block Plan

Site Location Plan

Planning Statement

LCD Screen Details

Existing Plans Ground Floor - Drawing No. 5055/100/B

Proposed Plans Ground Floor - Drawing No. 5055/200/P

Existing External Elevations - Drawing No. 5055/310/A

Proposed Signage - Drawing No. 0000 -01 rev. 0

Proposed Signage - Drawing No. 0000 -02 rev. 0

Proposed Signage - Drawing No. 0000 -03 rev. 0

Proposed Signage - Drawing No. 0000 -04 rev. 0

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Proposed Signage - Drawing No. 0000 -04 rev. 0

Received 07/11/22

Sustainability Statement

3. RELEVANT PLANNING HISTORY

24/06/1999 - 991680/ADV - Erection of externally illuminated high level feature sign. - Permitted

24/06/1999 - 991559/FUL - Installation of new shopfront. - Permitted

08/03/2004 - 040876/ADV - Fascia Sign Menu Box Retractable Awning - Permitted

14/07/2004 - 040367/ADV - 3D Cut-out fascia sign Circular projecting sign Retractable canvas awning with logo Illuminated menu box - Permitted

15/07/2004 - 040633/FUL - Installation of new shopfront - Permitted

4. CONSULTATIONS

The following addresses were consulted by letter.

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External consultation is not required for advertisement consent applications.

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Unit R4, The Riverside, The Oracle, Reading, RG1 2AG

Letters of representation have been received as follows:

None.

Internal Consultees:

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CCTV

These plans have no impact on us, Riverside is looked after by the oracle. We rely on their security and cameras within their footprint so any objection if any should come from the oracle.

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None.

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

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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.

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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:

The 'National Planning Policy Framework' ('NPPF') 2021 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 Plan 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).

National Policy and Guidance

National Planning Policy Framework
National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7: DESIGN AND THE PUBLIC REALM

CC8: SAFEGUARDING AMENITY

OU4: ADVERTISEMENTS

OU5: SHOPFRONTS AND CASH MACHINES

CR2: DESIGN IN CENTRAL READING

CR3: PUBLIC REALM IN CENTRAL READING

CR7: PRIMARY FRONTAGES IN CENTRAL READING

SPG/SPD

Design Guide to Shopfronts (2022)

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APPRAISAL

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The overall proposed signage is considered appropriate and proportional for the application site. The materials and illumination levels are not considered to detract from the visual amenity of the surrounding area and are in keeping with the character of the area and the existing building. The digital promotional screens to be affixed to the façade of the unit are considered acceptable in this instance due to the context of the application site. The Riverside is a vibrant, busy area of the town centre in terms of signage, lending itself to signage that could be considered garish elsewhere. Overall, the proposal considered compliant with policies CC7 & OU4 of the Reading Borough Council Local Plan (2019).

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 retroflective 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**

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

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The proposal for a new door to the 'set back' element of the front elevation to facilitate public access to the new inclusion of a takeaway to the unit, is considered acceptable due to the matching materials used. The door is to match existing doors to front and side elevations of the unit, complying with policies CC7 & CR2 of the Reading Borough Council Local Plan (2019). Initial officer concerns regarding this aspect of the proposals were with the potential of the takeaway not being an ancillary addition to the operating restaurant as a whole. To secure its ancillary use, the condition PD8 is recommended. The inclusion of planters to the proposal is considered acceptable due to the impact being considered minimal due to their positioning and scale. Overall, the proposal is considered compliant with policies CC7, CC8, OU5, CR2, CR3 & CR7 of the Reading Borough Council Local Plan (2019).

RECOMMENDATION

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GRANT

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GRANT

Subject to the following conditions:

221594/ADV

A1

AD1

AD2

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TL1

AP1

M3

PD8

Informatives:

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1. It is advised that permission is granted in accordance with specific policies in the Reading Borough Council Local Plan (2019) in relation to Advertisement Consent solely. Any other factors of the proposal that fall outside the parameters of advertisement consent, namely the street café seating arrangements and 'A' board, are subject to separate licensing permissions.