

DELEGATED APPLICATION REPORT

Ward: Battle

App Ref: 221386/ADV

Address: 75 Loverock Road, Reading, RG30 1DZ

Proposals: External signage as per proposed signage schedule

Case Officer: Gary Miles

Date received (valid from): 16 September 2022

Target Decision date: 11 November 2022

1. Site Description

The application site is a commercial unit off Loverock Road in Reading. The unit sits amongst a number of other units in an area which is wholly commercial. The application site is not listed nor in a conservation area.



Site Photo

2. Proposal & Supporting Information

Advertisement consent is sought for external signage as per proposed signage schedule 21-035-SGP-B1-ZZ-DR-A-390701 and Signage Elevations 21-035-SGP-B1-ZZ-DR-A-201302.

The signage schedule includes the following:

New vinyl Steris Logo to be added at the bottom of the existing Totem sign at the entrance to Battle View Trading Estate (as can be seen in above photograph).

Various plaque signage with vinyl lettering individually mounted to fencing and building façade to include:

Deliveries

Keep Clear

Parking

Various powder coated lettering to be individually mounted to building façade.

All of the above signage is as per signage schedule 21-035-SGP-B1-ZZ-DR-A-390701 and Signage Elevations 21-035-SGP-B1-ZZ-DR-A-201302.

2.1. Plans/Documents Submitted:

Application Form

Drawing No. 21035-SGP-XX-XX-DR-A-131000 - Location Plan

Drawing No. 21035-SGP-B1-ZZ-DR-A-390701_Proposed Signage Schedule

Drawing No. 21035-SGP-B1-ZZ-DR-A-201302_Proposed Signage Elevations_C06

Received 16th September 2022

3. Relevant Planning History:

Application Ref: 210583 - Change of use of 75 Loverock Road from B8 to B2 requiring minor-alterations and erection of substation and external plant area. Decision: PERMITTED

Application Ref: 221518 - Non-Material Amendment to permitted application 210583 - Revised positions of external louvre positions to South, East and North elevations, applied window film to existing windows on East elevation and flue positions to accord with approved Building Control design. Decision: PERMITTED

4. Consultations:

4.1. Internal Consultation

Transport Development - I have reviewed the application and noted that none of the signage is to be illuminated and as such the Highway Authority have no objection to the proposals.

4.2. External Consultation

Network Rail - Thank you for your email dated 11 October 2022 together with the opportunity to comment on this proposal. Network Rail have no objections in principle to the above application.

5. 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.

6. Relevant Planning Policy & Guidance & 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. 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:

National Policy

National Planning Policy Framework

National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7 (Design and the Public Realm)

CC8 (Safeguarding Amenity)

OU4 (Advertisements)

7. Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

7.1. Amenity

The proposed signage is considered to be appropriate for the application site and the overall character of the building and surrounding area.

The proposed vinyl Steris Logo to be added at the bottom of the existing Totem sign at the entrance to Battle View Trading Estate is deemed compliant with policies CC7 and OU4 of the Reading Borough Council Local Plan (2019).

7.2. 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 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**

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

8. 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)

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.
3. 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.