

DELEGATED APPLICATION REPORT

Application No: 221256

Address: 60 Broad Street, Reading RG1 2AF

Proposal: Internally illuminated fascia sign x1. Internally illuminated projecting sign x 1. Breeze screens with graphics x 9. "A" Board x 1

Target Date: 18/10/2022

Case Officer: Ryan Allen

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.



Site Visit Photo

2. Proposal

Advertisement consent is sought for the installation of no. 1 internally illuminated fascia sign, no.1 internally illuminated projecting sign, no. 9 breeze screens with graphics and no. 1 'A' board.

The internally illuminated fascia sign will measure 1.2m in height, 4.14m in width and 0.01m in depth. The height from ground to base is 2.68m. The sign will be internally illuminated at 235cd/ m². Illumination will be static.

The projecting sign will measure 0.6m in height, 0.6m in width and 0.08m in depth, with a maximum projection from the face of the building at 0.8m. The height from ground to base is 2.94m. The sign will be internally illuminated at 150cd/m². Illumination will be static.

The 9x fabric breeze screens will measure 0.9m in height, 1.6m in width and 0.1m in depth individually. To be placed around tables and chairs situated approximately 6.5m away from face building in the centre of Broad Street, subject to street café licence permit permission.

The 'A' board will measure 1.05m in height, 0.64m, in width and 0.59m in depth. To be placed approximately 6.3m from the face of building, on the outer perimeter of the proposed street café seating in the centre of Broad Street; subject to licensing permit permission.

2.1. Plans/ Documents Submitted:

Cover Letter

Supporting Statement

Site Location Plan - 9581-P-01

Existing Shopfront - 9581-P-03

Proposed Sign Details - 9581-P-06

Received 23/08/2022

Proposed Shopfront - 9581-P-04 rev. F

Proposed Section Through Shopfront - 9581-P-05 rev. B

Proposed External Furniture - P581-P-07 rev. B

External Seating Site Location Plan - P581-P-08

Received 29/09/22

3. Relevant Planning History:

23/01/07 - 070258 - Change of use of pavement to provide external seating area for street café purpose - Refused by officers initially and partially granted on appeal; external seating in central Broad Street granted, whereas external seating directly outside unit refused.

07/02/07 - 070310 - Illuminated fascia sign and window manifestations. - Grant

07/02/07 - 070311 - New shopfront - Grant

02/07/09 - 090127 - Change of use of first and second floor from Class A2 use (financial and professional services) to a Class A2 use (financial and professional services) and/or D1 (medical clinic) use. Positioning of 11 No. air condensers on first floor roof of building - Grant

20/11/09 - 091104 - Installation of Folded Tray Signs and 2 Projecting Drop Banners to the first-floor elevation - Refused

4. Consultation Responses:

4.1. Internal Consultation

Community Safety - No response.

Transport Development -

Fascia and Projecting Signage

The maximum luminance from the Facia 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.

Fabric Breeze Screens and 'A' Board

The location of the A board is acceptable in principle, **however it should be noted that comments have not been provided for the proposed external café seating layout**, as this would be addressed via a licensing application.

The seating proposed directly outside the unit would not be supported by Transport as similar plans have been refused previously therefore **a revised plan is required removing the seating area illustrated directly outside the unit** as this could cause confusion as to what has been permitted. The applicant will also require a license from the Highways Department for the A Board.

4.2. External Consultation

TVP CCTV - This shouldn't have an impact on us really. That address is partially blind to us anyway due to street furniture/ clutter and tree growth.

5. Summary of discussions with applicant/agent:

An e-mail was sent to the agent on **28/09/22** taking Transport's comments into consideration regarding the proposed seating directly outside the unit and the A board. It was requested that revised plans were submitted illustrating the removal of the proposed seating area directly outside the unit to avoid any confusion as to what was to be permitted. Also, advising of the separate licence application required in reference to the proposed 'A' board.

Revised plans illustrating the exclusion of the proposed seating directly outside the unit were received and accepted **29/09/22**.

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

Fascia and Projecting Signage

The proposed fascia and projecting signage are considered in keeping with the overall character of the building and surrounding area. The size of 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. The positioning of the projecting is particularly ideal as it's to the left of the fascia, avoiding any visual clutter with neighbouring premises' projecting signage to the right of the fascia. 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). The proposed fascia and projecting signage are to be statically illuminated at 235 cd/m² and 135 cd/m², respectively. Therefore, below the maximum and is considered acceptable in this regard.

Fabric Breeze Screens

The proposed fabric breeze screens are considered to be in keeping with the surrounding area in terms of character and materials used. However, it is noted that as the use of said fabric breeze screens are in direct conjunction with the proposed external café seating arrangements, any considerations made in terms of policies CC7 and OU4 of the Reading Borough Council Local Plan (2019) are solely in reference to the advertisement itself. Therefore, any decisions regarding the external café seating arrangements are subject to separate street café licensing permit permission.

'A' Board

Similar thought is applied to the proposed 'A' board. The 'A' board is deemed compliant with policies CC7 and OU4 of the Reading Borough Council Local Plan (2019) when assessing the advertisement in isolation. However, as established in a consultation response above, the appropriate location of said 'A' board would be determined during the separate street café licensing permit application process. Also, it's noted that the acceptability of the 'A' board itself will be subject to separate licencing permission.

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, and any advertisement consent granted in reference to the fabric breeze screens and 'A' board are subject to separate licencing permission.

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 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, 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.
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. 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.