

DELEGATED APPLICATION REPORT

Application No: 220344

Address: Yates PH, 7-9 Friar Street, Reading RG1 1DB

Proposal: 1 set of halo illuminated fascia text, 2 halo illuminated projection sign

Target Date: 05/05/2022

Case Officer: Marcelina Rejwerska

1. Site Description and Surrounding Area:

The application site is a commercial unit on Friar Street in Reading town centre. The unit is currently occupied by Yates PH. 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.

2. Proposal

Advertisement consent is sought for the installation of 1 set of internally illuminated fascia signage, measuring 0.727m in height, 3.857m in width and 0.04m in depth. The height from the ground to the base of the signage will be 4.785m. The illuminance levels will be 200cd/m².

Consent is also sought for 2x projecting internally illuminated signs, measuring 0.9m in height, 0.9m in width and 0.12m in depth. The height from the ground to the base of both signs will be 4.706m. The illuminance levels will be 200cd/m².

2.1. Plans/ Documents Submitted:

Location Plan

596527-1 Existing elevations

596527-2 Proposed elevations

596527-3 Site and block plan

Received 10/03/2022

3. Relevant Planning History:

010795 - New internally illuminated signage - Application Permitted on 6/2/2002

110520 - 5 Fascia signs, 1 projecting sign, 5 snapper frames and two menu boards - Application Permitted on 22/11/2011

151368 - Alterations to shopfront including removal of existing cornice, corbels. Existing windows and doors to all be retained and prepared ready for new painted finish. - Application Permitted on 12/10/2015

151477 - 1 set of text on fascia panel halo illuminated, 1 set of fret cut text on frame over entrance non illuminated, 2 internally illuminated projection signs - Application Permitted on 12/10/2015

4. Consultation Responses:

4.1. Internal Consultation

TVP CCTV - What is in place at the moment (Yates signage) does not cause us any issue, The lighting (LED signs, logos etc) on this new development must be kept to a minimum and set to its lowest setting if possible otherwise this is going to

cause us a problem. The physical presence of the protruding signs should not be a problem for us.

Transport - Based on the Brightness of Illuminated Advertisement guidance, any illuminated sign up to 10m² should not exceed 600 cd/m²; therefore, there are no transport objections to this application.

4.2. External Consultation

None consulted.

5. Summary of discussions with applicant/agent:

Officer requested illuminance levels of proposed fascia sign to be lowered from 600cd/m² to 200cd/m².

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

Design Guide for Shopfronts Supplementary Planning Document (2022)

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. The size of the signage is considered proportional, and the materials are considered 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). The proposed fascia and projecting signage are below the maximum and is therefore considered acceptable in this regard.

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

Conditions

1. A1: Standard Advert Requirements
2. AD2: Approved Plans (Adverts)
3. AD1: Advert Luminance

The maximum luminance from the signs as detailed in the submitted application form hereby consented shall not exceed 200 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.