

## **Delegated Application Report**

**Address:** Reading Market Hosier Street

**Application No:** 211306/ADV

**Proposal:** 1 x Entrance Fascia Sign, 1 x Roundel Sign on stair unit, 1 x Text sign on stair unit, 1 x Letter Sign

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### **Site Description and Surrounding Area**

The site is located on the south side of Hosier Street and consists of an area of hardstanding currently used as a storage area for the Hosier Street Market which is not accessible to the general public.

Planning permission (210540) has recently been granted for a temporary 5-year period for a food and drink quarter area consisting of shipping container and beach hut style buildings and areas of outdoor seating.

The site is located outside of but on the boundary with the St Marys Butts / Castle Street Conservation Area and around 80m west of the Grade II star listed St Marys Church. To the north of the site is the rear pedestrian entrance to Broad Street Mall and the rear of the commercial units which front on to St Marys Butts to the east. To the south of the site is a grass verge and entrance ramp to Broad Street Mall Car Park from Castle Street.

The site is located within the Council's Minster Quarter Area as part of the Minster Quarter Development Framework (2018) which outlines future development aspirations for the area setting out that the Minster Quarter Area will be a distinctive and high-quality, high density, mixed use area within Reading's Central Core. The area will portray a unique character and sense of place retaining the historical associations of the area and its wider environs, providing high quality public realm, both through the enhancement of existing public spaces adjacent to the site and the provision of new spaces that provide a setting and focus for new development.

The site is also located within the Central Core and Office Core Areas of the town centre, within the Primary Shopping Area.

### **Proposals**

Advertisement consent is sought for the installation of 1 x Entrance Fascia Sign, 1 x Roundel sign on stair unit, 1 x Text sign on stair unit, 1 x Letter Sign.

The proposed letter sign would display the name of the site operator 'Blue Collar' in white vinyl lettering supported on a steel frame. The sign would be 8.1m wide, 0.87m in height and 0.04m in depth and would be a high-level sign set above the roof of the first-floor level temporary shipping container style buildings with the bottom of the sign being 5.4m above the ground level. The sign would be externally illuminated via an LED uplighter strip and would be positioned in the rear (south east) corner of the site facing north towards Hosier Street.

The proposed roundel sign would also display the site operator name in a blue painted logo to be painted on one of the shipping container style buildings. The roundel logo would be 2.1m x 2.1m in size and the bottom of the sign would be positioned 3.7m above ground level. The sign would be externally illuminated via two LED down lighters and would be

located on the temporary stair core of the southern boundary on the southern boundary of the site facing in to the site.

The proposed text sign on the stair would display the words 'it's a ding thing' in vinyl lettering adhered to the stair core container facing into the site. The sign would be 2.2m high, 1.3m wide and 0.02m in depth and positioned 4.5m above ground level. This sign would not be illuminated.

The proposed entrance fascia sign would be a translucent acrylic lightbox 1m in width and 1.8m in height consisting of central operator logo roundel, fan like feature to top and entrance sign arrow to the site. The lightbox sign would be internally illuminated and positioned 1.8m above ground level above the main entrance way to the site from the Hosier Street frontage.

#### **Plans/ Documents Submitted:**

Drawings ref:

- Block Plan and Site Location Plan;
- A 05 - Proposed Internal Elevation Left;
- A 06 - Proposed Internal Elevation Right;
- A 04 - Proposed Front Elevation (without Boundary);
- A 03 - Proposed Front Elevation;
- A 07 - Proposed Rear Elevation

Received by the Local Planning Authority on 10<sup>th</sup> August 2021

- A 11 - Plan View First Floor
- P20-0271\_01 SHEET NO: 02 REV - Reading Market Quarter Proposed Signage
- P20-0271\_01 SHEET NO: 01 REV - Reading Market Quarter Proposed Signage

Received by the Local Planning Authority on 27<sup>th</sup> August 2021

#### **Relevant Planning History:**

210540FUL - Construction of new food and drink quarter (constructed using shipping containers) including restaurants and cafes (Class E) and Bar (Sui Generis) and use of external spaces for seating, new terrace, refuse store, public toilets, pergola, landscaping and associated works - Granted (temporary 5-year planning permission).

#### **Consultation Responses:**

Transport: No objection subject to a condition to restrict the maximum luminance of all signs to 600 cd/m2.

#### **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.

#### **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) 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 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):

- EN1: Protection and Enhancement of the Historic Environment
- EN3: Enhancement of Conservation Areas
- CC7: Design and the Public Realm
- TR3: Access, Traffic and Highway-Related Matters
- OU4: Advertisements

### **Appraisal**

The main issues are considered to be:

- i) Amenity
- ii) Public safety

#### **i) Amenity**

Policy OU4 states:

*Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable.*

The proposed signage would relate to a development for an outdoor food and drink court given a temporary five-year planning permission by the Local Planning Authority (ref. 210540). A temporary planning permission only was granted given that the nature of structures and buildings proposed which consist of shipping container style buildings and beach huts which would not be of suitable design quality to be appropriate for permanent retention. Furthermore, given the application site is located within an area designated for more comprehensive redevelopment within the town centre, the proposals for use of the site as a food and drink market area were considered to provide short term benefits to the area during this transitional phase whilst application relating to the wider redevelopment of the area progress and as such a temporary planning permission was deemed appropriate.

The nature of an advertisement consent is such that this permits the display of advertisements for a 5-year period only and therefore this would tie in with the temporary nature of the planning permission to which the signage would relate.

Three of the four proposed signs would be subject to static illumination and would be sited at various heights within the site. The proposed entrance fascia sign would be modest in scale and sited above the main entrance to the development from Hosier Street at a height of 1.8m and as such would not be readily visible to views from beyond Hosier Street.

Both the proposed letter sign and proposed roundel sign would be externally illuminated and located at higher levels (5.4m and 3.7m above ground level) and as such would appear more prominent. However, the orientation of the signs facing towards Hosier Street is such that they would not be directly visible from the listed buildings to the rear (south) of the site on Castle Street within the St Marys Butts/Castle Street Conservation Area. There would be some views of the signs from St Marys Butts to the east within the Conservation Area, but these would be at an oblique angle.

The proposed text sign would be modest in scale and whilst sited 4.5m above ground level would be similarly visible from Hosier Street and oblique views from St Marys Butts, but given this sign would be non-illuminated would appear less prominent.

Generally high level illuminated signs would not be considered appropriate within the town centre in visual amenity terms, particularly in close proximity to heritage assets. However, in this instance the signs would be predominantly visible from Hosier Street which is not a prominent street with the town centre and contains few structures/buildings of aesthetic merit. Furthermore, and as discussed above Hosier Street is a part of the town centre in a transitional phase and intended for more comprehensive redevelopment in the future. The proposed signage and the development which they relate would help provide temporary short-term enlivenment to this currently neglected part of the town centre. In addition, given the orientation of the signs with limited direct views from surrounding listed buildings and the Conservation Area, impacts on the historic character and setting of these heritage assets is limited.

Given the temporary nature of the development to which the proposed signage relates and ability to control the advertisements on a similar temporary period it is considered that the signage would be acceptable in terms of visual amenity terms on this basis.

The site is located within the Central Core of the town centre where Policy OU4 states that the maximum luminance of signage within the town centre should not exceed 600 c/m2 for both public safety and visual amenity reasons. Therefore, a condition is recommended to secure the maximum luminance of the signs at this level.

## **ii) Public Safety**

A condition is recommended to secure that the luminance of all the proposed signage would not exceed 600 cd/m2. Subject to this condition Transport Officers are satisfied that the proposals would not cause a distraction to highway users and that this level of luminance is appropriate for the town centre location.

## **RECOMMENDATION**

GRANT advertisement consent subject to the following conditions:

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### **Conditions**

1. The advertisements hereby consented shall be carried out in accordance with the following approved plans:

Drawings ref:

- Block Plan and Site Location Plan;
- A 05 - Proposed Internal Elevation Left;
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**REASON:** For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with Policy OU4 of the Reading Borough Local Plan 2019.

2. The advertisements hereby consented shall be removed and the site left in a condition that does not endanger the public or impair visual amenity by no later than 15<sup>th</sup> December 2026.

**REASON:** the advertisements are only considered to be acceptable on a temporary basis, to align with the temporary planning permission for the development which the

advertisements relate and to accord with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

3. The maximum luminance from the advertisements hereby consented shall not exceed 600 cd/m<sup>2</sup>.

**REASON:** To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policies CC7, TR3 and OU4 of the Reading Borough Local Plan 2019.

#### 4. STANDARD ADVERT REQUIREMENTS

- i. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- ii. No advertisement shall be sited or displayed so as to:
  - a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
  - c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

**REASON:** In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

#### 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.