

DELEGATED APPLICATION REPORT - Application Nos.: 211212/ADV

Address: Unit A, Specsavers, Whiteknights Retail Park, 203-205 Shinfield Road,
Proposal: New Fascia Signage

Case officer: Alison Amoah

Target Expiry: 16th September 2021

Site Description and Surrounding Area:

The site is currently Specsavers Opticians the end unit within a small group of retail units called Whiteknights Retail Park on the eastern side of Shinfield Road.

This Retail Park is part of the wider Shinfield Road District Centre as defined in Policy RL1 of the Reading Borough Local Plan (RBLP).

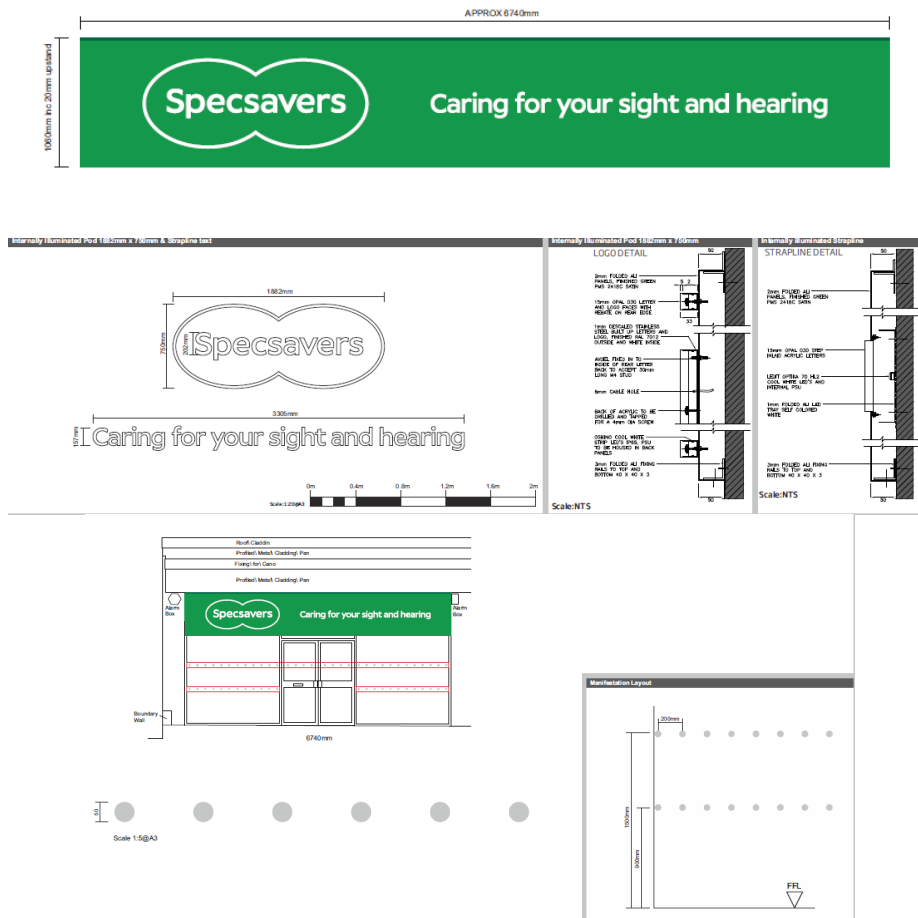
The application site is part of the defined Key Frontage (Policy RL3) and within an Air Quality Management Area (Policy EN15).



Proposal:

- 1x Fascia Sign - made from aluminium and acrylic. Internally illuminated 'Specsavers' and 'Caring for your sight and hearing' sign. 3m from ground to underside and 6.74m wide x 1.06m high x 0.08m deep. Maximum height of letters - cm. Internally illuminated to 300cd/m2; and
- Existing shutter box to be removed and the height of the fascia to increase compared to existing.
- Internal dot manifestation on windows.





Plans and other information considered: *As received 23rd July 2021*

- Location Plan
- Shinfield Road (P21), dated 12/7/21 Rev A, prepared by Signscope [Existing and Proposed Elevations - Drawing nos: 101953/2 page 2 of 4; 101953/3 page 3 of 4 & 101953/4 page 4 of 4]

Relevant Planning History:

Original Whiteknights Retail Park permission:

97/00611/FD - Demolition of existing buildings construction of new A1 retail units and replacement of unit at rear of the site for A1 or B8 use, parking & service areas. With new access to adj. church - Approved 18/12/1997

Units within Whiteknights Retail Park - Units A-E currently Specsavers, Former Car Phone Warehouse (application site) Sue Ryder and Tesco - Range of shopfront, signage, change of use from A1 to A3 and extraction system applications - approved.

Consultation Responses:

Public consultation not required for advert consent.

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

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.

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 these applications:

Adopted Reading Borough Local Plan (2019):

CC7: Design and the Public Realm

CC8: Safeguarding Amenity

TR3: Access, Traffic and Highway-Related Matters

OU4: Advertisements

OU5: Shopfronts and Cash Machines

Appraisal:

The main issues are considered to be:

- a) Amenity
- b) Safety

a) Amenity

The proposed signage is considered to be wholly appropriate within this retail location and replaces existing signage of a very similar nature. It is considered that the material, colour and luminance would not be harmful to the wider area, and would not have significant detrimental effects on visual amenity. The overall area which would be illuminated would be limited to the letters, and a condition is included which restricts the level of lux to max of 300 cd/m².

On the above basis, the proposed sign is considered to comply with Adopted Reading Borough Local Plan Policies CC7, CC8, TR3 and OU4.

b) 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. The signage would be set well back from Shinfield Road and would have very limited illumination, which would not distract drivers so as to have an effect on safety. It would not obscure any existing road signs, or sight lines of CCTV cameras. Therefore, it is concluded that there would be no detrimental effect with regard to highway safety and the signage is therefore, considered to accord with Adopted Reading Borough Local Plan Policies TR3 and OU4.

RECOMMENDATIONS:

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Proposed conditions:

- 1) Standard advert conditions
- 2) Approved plans
- 3) Maximum luminance should not exceed 300 cd/m².

Informatives:

T&Cs

Positive and proactive