

DELEGATED APPLICATION REPORT

Application No: 210998/ADV

Address: 171 Basingstoke Road, Reading

Proposal: One T-shaped pylon sign (comprising two signs), one free-standing sign, three fascia signs and one moveable trolley sign

Case Officer: Nathalie Weekes

Applicant: Enterprise rent-a-car

Received on (valid from): 12/05/2021

Extended Target Date: 27/07/2021 (As agreed with the agent on 16/07/21)

Site Description and Surrounding Area:

The application site is located on the eastern side of Basingstoke Road close to the junction with Longbarn Lane and Canterbury Road. The site currently comprises a former car dealership with hardstanding to the front. Vehicular access is provided from the Basingstoke Road. Application 210997 is proposed to demolish the existing building and to replace it with an Enterprise Rent-A-Car office and car rental.



The character of the surrounding area is mixed with a variety of residential properties and commercial uses. The nearest residential properties are over 20m away from the site.

It has not been possible to visit the site due to the current pandemic however photographs were submitted as part of the application and along with Google Maps and Google Streetview Officers were able to assess the application fully in context with its neighbouring properties.

Proposals:

The proposal is for One T-shaped pylon sign (comprising two signs), one free-standing sign, three fascia signs and one moveable trolley sign.

Sign 1 Pylon T sign

The illuminated pylon 'T' sign is 6m in height from floor level, with a face size of 6m x 1.2m. The 'T' sign would be located to the side of the site and consists of an Enterprise sign and a Car Club sign, with a face size of 2.1m x 1.2m. The sign is a double-sided box sign mounted to a black pole with black aluminium capping for the Enterprise sign and white aluminium capping for the car club sign.

Sign 2 Free standing sign

The free standing sign is non illuminated 2.4m in height from floor level, with a face size of 4.8m x 0.6m. The sign would be located at the front of the site, it has a steel box frame, with aluminium trays.

Signs 3, 4 and 5 Fascia bands

The proposed illuminated fascia signs with face sizes of 9.4m x 0.8m, 12.6m x 0.8m and 9.4m x 0.8m would be located around the Enterprise modular office, consisting of aluminium with vinyl facing in black, Enterprise green and white.

Sign 6 Double sided trolley

The mobile double sided trolley sign 1.67m x 0.9m is non illuminated, consisting of aluminium with vinyl facing in black, Enterprise green and white, with wheels and a rotating disk arrow to direct car returns on site.

Signs 7 and 8 Door vinyl

Digitally printed non-illuminated vinyl signs and an illuminated back wall sign inside the modular building are noted however fall outside the scope of advertising legislation.

All Signage is company branded colours of Enterprise green, white and black. The proposed illuminated signs are to be internally illuminated, not to exceed 600cd/m².

Plans Submitted:

The agent submitted the following plans and information:

Application letter

Site Location Plan (ref. ERAC001)

Site Layout Plan - existing (ref. ERAC002)

Site Layout Plan - proposed (ref. ERAC003)

Demolition Plan (ref. ERAC004)

Lighting Plan (ref. ERAC007)

Sign Location Plan (ref. ERAC010)

Modular Building Floor Plan and Elevations (ref. 19666masterA)

Wash Bay General Arrangement (ref. ECR-WB-SK01 rev 4)

Wash Bay General Arrangement - Elevations and Sections (ref. ECR-WB-SK02 rev 4)

39689 Basingstoke Road, Reading - Signage Specification prepared by Brand

05612 Transport Statement, PJA, June 2021

J10-12388A-10 A/1/F1 Air quality Assessment, June 2021

CIL

As received 18 June 2021

21-8158 Noise impact assessment, Syntegra consulting, June 2021

Email dated 06/07/2021 confirming signage will only be illuminated when it is dark during operational hours.

As received 6 July 2021

Relevant Planning History:

141311 Change of use from a storage and distribution centre to a car show room, including internal alterations, new cladding to all elevations, windows and some minor external works. Permitted 12 December 2014

162189 Sign A 4.5m high internally illuminated double sided pylon, Sign B internally illuminated wall mounted brand and dealer name clip, Sign C wall mounted internally illuminated, free flying oval, Sign D double sided internally illuminated dealer name and services sign, Sign E internally illuminated arched entrance feature. Permitted 20 January 2017

162294 Non-Material Amendment to permitted application 141311 Permitted 27 January 2017

210997 Vehicle rental premises (sui generis) to include part demolition of existing building and erection of modular building and rental vehicle wash bay, parking and associated works. Under consideration

Consultation Responses:

- Development Control - Transport raised no objection subject to a condition on levels of luminance.
- No neighbour notifications were undertaken as part of these applications. A site notice was sent to the agent and displayed on 15 July 2021. No comments have been received.

Summary of discussions with applicant/agent:

Additional information was provided by the agent to confirm that the signage lighting would be controlled by timer and light sensor so it is only illuminated when it is dark during opening hours.

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

The following local and development plan policies and supplementary planning guidance are relevant to this application:

Reading Borough Local Plan (November 2019)

CC7: Design and the Public Realm

TR3: Access, Traffic and Highway-Related Matters

OU4: Advertisements

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.

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.

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

The proposed signage is located to the front and side of the site and around the modular building. The 'T' sign and the stall sign are not considered visually prominent or out of character with the local area. The proposed signage is therefore not considered harmful to the character of the building and the surrounding area. The material and colour is considered appropriate to the building and the surrounding area and is therefore acceptable as it accords with local planning policy. The nearest residential properties are over 20m away from the site. Signage will only be illuminated when it is dark during opening hours to limit any impact on neighbouring buildings. A condition is advised to restrict signage illumination to opening hours only.

ii) Public Safety

The proposed signage is located in a position that would not cause a physical obstruction to members of the public using the highway. Other than the stall sign the signs are illuminated but they will be conditioned not to exceed a level of luminance of 600 cd/m² which is unlikely to cause a distraction to users of the highway. As such the proposal is considered to be acceptable in public safety terms in accordance with TR3: Access, Traffic and Highway-Related Matters of the Reading Borough Local Plan (November 2019).

Conclusion

The proposed signage has been assessed and found to be acceptable as it complies with the identified policy and guidelines.

GRANT 210998/ADV in accordance with Regulation 14 (1) (a and b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Subject to the following conditions:

1. Approved Plans
2. Levels of luminance
3. Standard Conditions

Informatives relating to:

1. Terms and conditions
2. Planning application for the demolitions of the existing building, proposed modular building car wash and car rental are still under consideration under planning application 210997 and would require separate planning permission.
3. Highway
4. Hours of lighting
5. Positive and Proactive