

Delegated Application Report

Address: 200-2020 Broad Street

Application No: 210741/ADV

Proposal: 1 x internally illuminated fascia sign, 2 x externally illuminated projecting sign, 1 x internally illuminated ATM collar sign, 2 x non- illuminated window vinyl signs and 1 x non-illuminated double sided A-board pavement sign

Target Date: 14/07/21

Case Officer: Matt Burns

Site Description and Surrounding Area:

The application site occupies the unit on the corner between Broad Street and West Street and is currently occupied by TSB Bank. The property is a four storey brick building with a modern shop front at ground level. The site is surrounded by mostly retail units and is located within the Reading Central Area, Central Core, Primary Shopping Area and Office Core Area.

Proposal

Advertisement consent is sought for the installation of 1 x externally illuminated fascia sign, 2 x internally illuminated projecting sign, 1 x internally illuminated ATM collar sign, 2 x non-illuminated window vinyl signs and 1 x non-illuminated double sided A-board pavement sign

It should be noted that the proposed A board sign is located on the public highway and therefore, even though advertisement consent may be granted, a highways licence will be required in order to install this structure on highway land.

Plans/ Documents Submitted:

- Frontage Pack Revision A (date. 10.05.21) Reading (507):
 - 507-3.0 Rev A - Proposed External Elevation
- SS-TSB-ALN21992-1.1 - Signage Overview
- SS-TSB-ALN21992-1.3 - Signage Overview
- SS-TSB-ALN21992-1.4 - Signage Overview
- A FRAME DETAILS

Received on 11th May 2021

- 507 - 1.0 Rev B - SITE BLOCK PLAN SITE LOCATION PLAN

Received on 29th June 2021

Relevant Planning History:

161508/ADV - 2 replacement projecting signs and 1 digital screen (all internally illuminated. Permitted 21/11/2016

12-01748-FUL - Existing glazed door to be replaced with steel fire door. Permitted 09/01/2013

12-01659-ADV - 3 fascia signs, 2 projecting signs and 3 window vinyls. Permitted 30/01/2013

07-00492-FUL and 07-00493-ADV- Installation of through-the-wall ATM with internally illuminated plastic surround. Permitted 14/06/2007

Consultation Responses:

Transport: No objection to the proposed advertisements subject to a conditions to control the luminance of the signs and an informative to advise the Applicant that a licence is required to locate an A board sign of the public highway.

External Consultation

No statutory consultation is required for advertisement consent applications.

Summary of discussions with applicant/agent:

An amended plan was submitted on 29/06/2021 relocating the proposed A board sign from a position remote to the host building to a position adjacent to the building frontage. Notwithstanding this a license would still be required to locate an A board sign in this location on the public highway.

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’) 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
TR3: Access, Traffic and Highway-Related Matters
OU4: Advertisements
OU5: Shopfronts and Cash Machines

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

Policy OU5 states:

*Shopfronts, individual features of shopfronts and cash machines will respect the character of the building on which they are located **and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location.** Features that positively contribute to the character of the building and street will be retained and, where possible, restored. Safety and security will be maintained and enhanced.*

The proposed fascia signage reflects existing in terms of use of materials and appearance with white metal fascia board and blue and black logo's/lettering. The existing fascia sign contains five TSB logos whilst the proposed fascia sign contains only three logos which is considered to result in a less cluttered appearance. The individual logos would be internally illuminated with trough down lighter also spanning the width of the fascia board. Two modestly sized circular externally illuminated projecting signs are proposed to replace two existing square signs again using similar aluminium and acrylic materials. The replacement internally illuminated ATM collar would also reflect existing in terms of appearance and size. A series of replacement and new window vinyl stickers are also proposed which by their nature would not require advertisement consent.

The existing digital screen to the shop front as permitted under advertisement consent ref. 161508 is to be retained.

The proposed signage is similar to that previously given consent and in place on the existing building. Given the existing and varied nature of the surrounding shop fronts, it is not considered that the proposals would cause any adverse harm to the visual amenity of the surrounding area.

The proposed A board sign is modest in size and non-illuminated and whilst considered acceptable in appearance terms a separate highways license would be required to display this A board sign on the public highway.

The proposed advertisements are considered acceptable in terms of Policies CC7, OU4 and OU5.

ii) Public Safety

A condition is recommended to secure that the luminance of the proposed signage would not exceed 300 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.

An amended plan has been submitted which has relocated the proposed A board sign to a position adjacent to the host building such that this is not considered to impede users of the pavement. Notwithstanding this and as set out above a highways license will be required to be secured separately to any advertisement consent for display of the A board sign on the public highway.

The proposed advertisements are considered acceptable in terms of Policy OU5.

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:
 - Frontage Pack Revision A (date. 10.05.21) Reading (507):
 - 507-3.0 Rev A - Proposed External Elevation
 - SS-TSB-ALN21992-1.1 - Signage Overview
 - SS-TSB-ALN21992-1.3 - Signage Overview
 - SS-TSB-ALN21992-1.4 - Signage Overview
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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 maximum luminance from the advertisements hereby consented shall not exceed 300 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.

3. The Standard Conditions:

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.

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

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.

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

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.

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

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.

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

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. Before any A Board is erected on the Public Highway a licence with the Highway Authority will be required. The applicants should contact the Councils Highways Section to discuss arrangements for this and links to the required forms can be found at the following link <https://www.reading.gov.uk/business/licences/advertising-a-boards/>.
3. 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.