

Address: Unit R17 - 95B, The Riverside, The Oracle, Bridge Street, Reading

Application No: 211398/ADV

Proposal: Display of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign.

Case Officer: Nathalie Weekes

Site Description and Surrounding Area:

The application site is currently occupied by Gordon Ramsey Restaurants, formerly Las Iguanas and is located along the Riverside at the Oracle on the southern side of the River Kennett. The unit has an external seating area with existing awnings, fascia signage and a high level projecting sign. There are other restaurants and a mix of retail uses in the vicinity with similar signage.

Proposals:

The application is for retrospective replacement signage and awnings in black with white advert lettering. The proposal involves the following:

1: Fascia signs

The proposed internally illuminated fascia sign replaces a previous fascia sign above the restaurant entrance covering a maximum width of 3516mm and height of 876mm. The materials consist of a neon effect (LED) sign mounted on the entrance canopy with white letters and dibond on a black background. The proposed illuminated fascia sign is to be internally illuminated, not to exceed 200cd/m2.

2: Projecting sign

The proposed double sided projecting sign will replace an existing double sided projecting sign which is located above fascia level. It measures 1500mm in height and 450mm in width comprising dibond trays with inlaid white acrylic letters on a black background. The proposed illuminated fascia sign is to be internally illuminated, not to exceed 200cd/m2.

Plans Submitted:

The agent supplied the following plans and drawings, received on 24th August 2021:

JB65095 Application letter dated 18/08/2021, Bidwells

Gordon Ramsey Planning Pack Rev 01, 20/05/2021- comprising 5 pages including:

Proposed signage single items Rev 01, Harbrights sign solutions

Existing and proposed elevations

Proposed signage LED illumination letters - projecting sign, printed vinyl applied internally

Location and block plan

Relevant Planning History:

171989/ADV - 2 fascia signs, 1 projecting sign and 5 awnings Permitted 3 January 2018

131081/ADV - The application is for replacement signage and awnings. 2 fascia signs, 1 projecting sign and 5 awnings Permitted 19/09/2013

09/00473/FUL - To remove existing glazed panels at either end of shop front and replace with powder coated fixed and sliding glazed doors. Permitted 15/06/2009.

08-01522-ADV - 2 fascia signs, 2 awnings with logo/text, 5 vinyl decal text to shop front & 1 PVC external barrier with logo/text. Split decision 14/01/2009. Consent was approved for the fascia signs, awnings and vinyl decal only.

08/01513/FUL - Installation of a new shop front and refurbishment of bar/restaurant. Withdrawn 24/12/2008.

Consultation Responses:

- Development Control - Transport raised no objection subject to a condition on levels of luminance and canopies.
- CCTV - No objections regarding replacement signage.
- No neighbour notifications were undertaken as part of these applications and no comments have been received.

Summary of discussions with applicant/agent:

None.

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 fascia and projecting 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.

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. The fascia and projection sign are illuminated but they will be conditioned not to exceed a level of luminance of 200 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 211398/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. Positive and Proactive