

DELEGATED APPLICATION REPORT

Application No: 210688/ADV

Address: Unit 1, Proctor End North, Reading

Proposal: Retrospective application of 4 No. internally LED illuminated digitally printed (blockout) slimline flexface boxes and 1 No. large orange vinyl window graphic

Case Officer: Nathalie Weekes

Applicant: DWF flooring

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 Unit 1, DWF flooring, a single storey commercial unit on the north-western edge of Reading Gateway, facing Imperial Way. There is shared parking to the front (within the development itself) and service yard to the side and rear (Imperial Way side).

The area is a mix of commercial and residential uses. It is within an Air Quality Management Area (Policy DM19).

Due to covid-related extenuating circumstances a site visit could not be conducted and the agent submitted photos of the site for consideration.



Proposal

The proposal is for the retrospective installation of 4 internally LED illuminated digitally printed slimline flexface boxes (three on the front elevation and one to the rear) and 1 large orange vinyl graphic.

Facia 1 sign is brown, white and grey 2m in height, 2.4m in width and 0.135m in depth. Fascia 2 sign is green and white 2m in height, 2.4m in width and 0.135m in depth.

Fascia 3 sign is orange, white and grey, 2.7m in height, 6.9m in width and 0.135m in depth. Fascia 4 sign is orange, white, green and grey 1.963m in height x 5.3m in width and 0.135m in depth.

Each fascia sign has illuminance levels of 300cd/m².

Internal Consultations

Reading Borough Council, Transport - No objection subject to condition on illumination.

External Consultees

A site notice was sent to the agent to be displayed - no responses have been received.

Plans/Documents Considered

The agent supplied the following plans:

- Site location plan
- Sapphire Creative Signmaking, externals 1No, 2No, 1No, 1No signs

As received 4 May 2021

- 2334401 Elevations

As received 12 May 2021

Relevant Planning History

190339 Change of use and subdivision to provide 1 no. class A3 unit and 1 no, Class A2/A3 unit. Provision of mezzanine to Class A3 unit. Alteration to elevations, external seating area and parking layout. Permitted 27/06/2019

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

- 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

The application has been assessed against the following policies:

National

National Planning Policy Framework 2012;
National Planning Policy Guidance 2014 onwards;
NPPG: Advertisements;

Reading Borough Local Plan (November 2019)

- CC7: Design and the Public Realm
- CC8: Safeguarding Amenity
- OU4: Advertisements
- OU5: Shopfronts and Cash Machines
- EN15: Air Quality
- TR3: Access, Traffic and Highway related matters
- RL1: Network and Hierarchy of Centres

Appraisal

The main issues considered are as follows:

Display of fascia signage

a) Advertisements

a) Advertisements

The Reading Borough Local Plan advertisements policy (OU4) states that all adverts need to comply with the following criteria in order to be approved:

Advertisements will not obstruct windows, any other sign already located on the building, or cut across significant architectural features such as historic fascias, windows, pilasters, cornices or scrolls.	Complies
Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts.	Complies
Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest.	Complies
Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies
Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	Complies
Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies

NPPG: Advertisements - [Considerations affecting public 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. These are detailed below (in *italics*), together with officer responses in relation to the proposal (in **bold**):

The main types of advertisement which may cause danger to road users are:

(a) <i>those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway</i>	Complies
(b) <i>those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature</i>	Complies
(c) <i>those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface)</i>	Complies
(d) <i>those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology</i>	
i) <i>where the means of illumination is directly visible from any part of the road</i>	Complies
ii) <i>which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals</i>	Complies
iii) <i>which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather</i>	Complies
iv) <i>which are subject to frequent changes of the display</i>	Complies
(e) <i>those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message</i>	Complies
(f) <i>those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road</i>	Complies
(g) <i>those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example</i>	
i) <i>those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs; or</i>	Complies
ii) <i>those incorporating large arrows or chevrons with only the arrow or chevron made of retroflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts</i>	Complies
(h) <i>those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which</i>	
i) <i>contain a large arrow or chevron (or have a pointed end and have only a few words of message)</i>	Complies
ii) <i>invite drivers to turn right on a main road, or where there is fast moving traffic</i>	Complies
iii) <i>invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely</i>	Complies
iv) <i>are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard</i>	Complies
<i>The prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent</i>	Complies

could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras.

Conclusion

The development has been assessed and the works are considered to be in accordance with the above relevant policies and planning permission and Advertisement Consent can be granted.

GRANT

A1: STANDARD ADVERT REQUIREMENTS

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.

- i. 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.
- ii. 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.
- iii. 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.
- iv. 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.

AD2: APPROVED PLANS (ADVERTS)

The advertisements hereby consented have been carried out in accordance with the following approved plans:

- Site location plan
- Sapphire Creative Signmaking, externals 1No, 2No, 1No, 1No signs

As received 4 May 2021

- 2334401 Elevations

As received 12 May 2021

REASON: For the avoidance of doubt and in accordance with Policy OU4 of the Reading Borough Local Plan 2019.

AD1 Luminance

The maximum luminance from the 4 internally illuminated signs 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.

IF1: Positive and Proactive Working - approval

The Local Planning Authority has worked positively and proactively with the applicant to resolve relevant matters to allow permission to be granted within the agreed extended timescale for the decision to be issued.

IF5: Terms

Your attention is drawn to the terms and conditions of this permission. 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 permission may result in the Council taking action to remedy the breach of planning control. If you are in any doubt please contact the Council.

IF7: Complaints about construction

Complaints are commonly received about noise and dust caused by construction and demolition works, particularly working outside reasonable hours and smoke from bonfires associated with the burning of waste on site. The developer is reminded that construction and demolition associated with the approved development will be subject to environmental health law.