

DELEGATED APPLICATION REPORT

Application No: 201608/FUL

Address: 160 Basingstoke Road, Reading, RG2 0HJ

Proposal: Replacement of existing glazed window and sliding vehicular access with two new roller shutter doors within existing openings on south elevation. New galvanized and powder coated steel frame canopy with poly-carbonate curved roof on east elevation (Amended Description).

Case Officer: David Brett

Applicant: Mr Nuno Carvalho

Received on: 12/11/2020

Valid from: 25/11/2020

Target Date: 20/01/2021

Application No: 201609/ADV

Address: 160 Basingstoke Road, Reading, RG2 0HJ

Proposal: 2 x internally illuminated halo lit signs on east and south elevations of main building; 1 x internally illuminated halo lit sign on north elevation of small building to north; 1 x internally illuminated logo above east elevation entrance; 2 x non-illuminated signs on eastern boundary & 1 non-illuminated sign on southern boundary (Amended Description).

Case Officer: David Brett

Applicant: Mr Nuno Carvalho

Received on: 12/11/2020

Valid from: 24/11/2020

Target Date: 19/01/2021

Site Description and Surrounding Area

The proposal site is a sui generis car showroom, which is designated as employment land within the Core Employment area to the North of Basingstoke Road (EM2e) in accordance with policy EM2 of the Reading Borough Local Plan. The surrounding area to the west and south is considered largely commercial, while the areas to the north and east of the proposal site are considered residential. The proposal site is adjacent to a busy highway, which connects Reading town centre to the south of Reading/Whitley area. The main building at 160 Basingstoke Road is recorded as contaminated land, and is located within the AQMA.

Proposal

The proposal seeks the following:

- Replacement of existing glazed window and sliding vehicular access with two new roller shutter doors within existing openings on south elevation. New canopy with curved roof with UV protection on east elevation as part of full application 201608
- Various new signage as part of advertisement consent application 201609, including:
 - 3no. Halo lit channel letters (illuminated) to building facades
 - 2no. to main building (east and south elevations)
 - 1no. to smaller unit (northern elevation)
 - 1no. Halo lit flat cut out logo (illuminated) to building façade above main entrance doors to main building
 - 1no. Exterior monument sign (non-illuminated) on eastern boundary.
 - 1no. Wall mounted way finding on southern boundary and 1no. Post mounted way finding to site on eastern boundary (both non-illuminated). advertisement consent application 201609

Internal Consultations

Reading Borough Council, Transport - Response received on 15/12/2020 for application 201608

- *The proposed works do not change or impact on the existing parking or access arrangements, all proposed works are within the curtilage of the site, therefore there are no Transport objections to this application.*

Reading Borough Council, Transport - Response received on 15/12/2020 for application 201609

- *There are no objections to this application.*
- Condition required to restrict the luminance of proposed signage to protect the visual amenity and avoid excessive glare.

Reading Borough Council, Environmental Protection - Response received on 18/01/2021

- There is not considered to be a risk of land contamination as there are no ground works proposed.
- The building is near a landfill site, however, so there is the possibility of land gas. As the proposal could potentially seal off the main building more and increase the risk of land gas, an informative to this application is required.

External Consultees

85-87 Basingstoke Road, Reading, RG2 0HA - No response received.

89-91 Basingstoke Road, Reading, RG2 0HA - No response received.

142 Basingstoke Road, Reading, RG2 0ET - No response received.

142a Basingstoke Road, Reading, RG2 0ET - No response received.

381 Elgar Road South, Reading, RG2 0DP - No response received.

Keyline Builders Merchants, Elgar Road South, Reading, RG2 0BU - No response received.

Flat 1, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 2, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 3, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 4, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 5, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 6, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 7, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 8, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 9, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 10, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 11, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

Flat 12, Katesgrove Court, 77 Basingstoke Road, Reading, RG2 0ER - No response received.

No further consultation response have been received for applications 201608 and 201609.

Plans/Documents Considered

The agent supplied the following plans for applications 201608:

- ~~Location Plan P3.300~~
- ~~Location Plan P3.300 (Block)~~
- ~~Roller Shutters P3.105~~
- ~~Delivery Canopy P3.106~~

These plans were received on 12th November 2020

- ~~Site Signage P3.100~~
- ~~01 Existing Site Plan~~
- ~~02 Existing Basement Level~~
- ~~03 Existing Ground Floor~~

~~• 04 Existing First Floor~~

These plans were received on 25th November 2020

- 01 Existing Site Plan
- 02 Existing Basement Level
- 03 Existing Ground Floor
- 04 Existing First Floor
- Site Signage - P3.100
- Roller Shutters - P3.105
- Delivery Canopy - P3.106
- Alterations - P3.200
- Location Plan - P3.300
- Location Plan - P3.300 (Block)

These plans were received on 26th November 2020

The agent supplied the following plans for applications 201609:

- Location Plan - P3.300

This plan was received on 12th November 2020

~~• Site Signage - P3.100~~

~~• Site Signage - P3.101~~

~~• Site Signage - P3.102~~

~~• Site Signage - P3.103~~

These plans were received on 12th November 2020

- Site Signage - P3.100 Rev B
- Site Signage - P3.101 Rev B
- Site Signage - P3.102 Rev B
- Site Signage - P3.103 Rev A

These plans were received on 24th November 2020

Relevant Planning History

130586 - Demolition and reconstruction of part of the building, and cladding of external elevations - Application Permitted on 01/08/2013

140307 - Erection of two internally-illuminated fascia signs (lettering only to be illuminated). - Application Permitted on 03/06/2014

141437 - Replacing existing signage with new Transit Centre signs in respect of the proposed Ford Retail Look and Style signage programme - Application Permitted on 05/11/2014

151926 - Replacement signage - Application Permitted on 22/12/2015

180165 - Change of use of part of the land to a car hire facility for Enterprise and wash bay - Application Withdrawn on 25/05/2018

180164 - 5 x fascia signs and 1 pole sign - Application Withdrawn on 25/05/2018

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

Application 201608

- 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 Borough Local Plan (adopted November 2019).
- The 'National Planning Policy framework' ('NPPF') 2019 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 Plan 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).

Application 201609

- 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 2019;
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 (Application 201609 only)
- EN15: Air Quality
- EN16: Pollution and Water Resources
- EM2: Location of New Employment Development
- TR3: Access, Traffic and Highway related matters

Appraisal

The main issues considered for these two separate applications are as follows:

Application 201608 Appraisal - New roller shutter doors and canopy

- a) Principle of Design and Development
- b) Safeguarding Amenity
- c) Air Quality
- d) Contaminated Land and Land Gas
- e) Transport

Application 201609 Appraisal - Display of signage

- a) Advertisements (Application 201609 only)

Application 201608 Appraisal - New roller shutter doors and canopy

- a) Principle of Design and Development

The proposed development would continue the use of 160 Basingstoke Road as sui generis car showroom. As a result, the proposed development would not result in a loss of employment land within the Core Employment area to the North of Basingstoke Road (EM2e) in accordance with policy EM2 of the Reading Borough Local Plan.

The proposed installation of two roller shutters to replace the existing glazed window is considered appropriate and to respect the character and appearance of the existing building and surrounding area. The proposed installation of the new roller shutters is considered to contribute positively to the running of the premises as a vehicle showroom, and therefore an appropriate development. The colour of the replacement shutters has been specified to match the existing building, while transparent vision panel strips have also been included to the shutters.

The proposed canopy serves seven vehicle parking spaces which include electric vehicle charging stations. The curved structure allows for suitable UV protection, as well as an integrated drainage system which utilises existing water surface run offs on site. The canopy proposed is not considered a harmful addition to 160 Basingstoke Road. While the canopy would be visible from the highway along Basingstoke Road, the proposed canopy is in no way considered to harm the visual amenity of the surrounding area by virtue of the scale and design of the proposed canopy.

Overall the proposed development is considered characteristic of the surrounding area and appropriate given the use of the premises as a car showroom. Therefore, the proposed development is considered in accordance with policy CC7 of the Reading Borough Local plan.

- b) Safeguarding Amenity

This proposal has also been assessed against Reading Borough Local Plan policy CC8: Safeguarding Amenity, which states that proposals are acceptable where they will not cause a detrimental impact on the living environment of existing residential properties with regard to:

- Privacy and overlooking
- Access to sunlight and daylight
- Harm to outlook
- Crime and safety

The proposal is not considered to detrimentally impact the amenity to the surrounding area and is considered compliant with policy CC8: Safeguarding Amenity of the Reading

Borough Local Plan (Adopted November 2019). This is mainly due to the size, scale and nature of the works proposed.

c) Air Quality

This proposal has been considered against Reading Borough Local Plan policy EN15, as the proposal site is within an Air Quality Management Area (AQMA). As demonstrated in the policy, this proposal does not meet the requirements for an Air Quality Assessment (AQA) and is considered not enough of a detrimental impact air quality to warrant such an assessment due to the size and scale of the proposal.

d) Contaminated Land and Land Gas

As per the EP observations above, no contaminated land issues are raised, but a land gas related informative is recommended in accordance with policy EN16 of the Reading Borough Local Plan.

e) Transport

As the proposed development is taking place within the curtilage of the site, with no alterations to the existing parking arrangements or access, there are no objections to this application from Reading Borough Council, Transport. Therefore, the proposed development is considered in accordance with policy TR3 of the Reading Borough Local Plan.

Application 201609 Appraisal - Display of fascia signage

a) Advertisements (Application 201609 only)

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</i>	Complies

<i>or signal, or would be likely to distract road-users because of their unusual nature</i>	
(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 retroreflective 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 could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras.</i>	Complies

The application form states that the illuminance levels for the proposed illuminated signage as 800cd/m². In order to protect the visual amenity of the surrounding area, and

avoid excessive glare which could pose a danger to vehicles travelling along the highway on Basingstoke Road, Elgar Road South and Craddock Road, Reading Borough Council Transport have suggested restricting the illuminance levels to 600cd/m² in accordance with policy OU4 of the Reading Borough Local Plan. The illuminance levels as recommended by Reading Borough Council Transport will be secured via a planning condition to this application.

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.

201608 Recommendation

GRANT

201608 Conditions

TL1: Time Limit (Standard)

The development hereby permitted shall begin no later than three years from the date of this planning permission.

REASON: In pursuance of Section 91 of the Town and Country Planning Act 1990 (as amended by Section 51 of the Planning and Compulsory Purchase Act 2004) in order to prevent an accumulation of unimplemented planning permissions.

AP1: Approved Plans (Application 201608 only)

The development hereby permitted shall ONLY be carried out in accordance with the following approved plans:

- Site Signage - P3.100
- Roller Shutters - P3.105
- Delivery Canopy - P3.106
- Alterations - P3.200
- Location Plan - P3.300
- Location Plan - P3.300 (Block)

These plans were received on 26th November 2020

REASON: For the avoidance of doubt and to ensure that the development is carried out and adhered to in accordance with the application form and associated details hereby approved.

M3: Materials (As Specified)

The materials to be used in the construction of the external surfaces of this development shall be as specified on the plans and application form unless otherwise agreed in writing with the Local Planning Authority.

REASON: In the interests of visual amenity and ensuring the new development responds positively to the local context and character in accordance with Policy CC7 of the Reading Borough Local Plan 2019.

201608 Informatives

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.

IF6: Building Control

Your attention is drawn to the possible requirement for submission of a Building Regulations application for the proposed development. Please contact Building Control on 0118 937 2449 for advice.

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.

Land Gas

You are advised that the development could potentially increase the risk of land gas within the main building, due to the proposal site to a nearby land fill site. You may wish to satisfy yourself that the details of the construction proposals take the necessary account of the possibility of land gas from that source. Should any external alterations be required to allow for the possibility of land gas, such as additional ventilation and/or extraction, a further planning application may be required.

201609 Recommendation

GRANT

201609 Conditions

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.

AD1: Advert Luminance

The maximum luminance from the internally illuminated signs hereby consented shall not exceed 600 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.

AD2: APPROVED PLANS (ADVERTS)

The advertisements hereby consented shall be carried out in accordance with the following approved plans:

- Location Plan - P3.300

This plan was received on 12th November 2020

- Site Signage - P3.100 Rev B
- Site Signage - P3.101 Rev B
- Site Signage - P3.102 Rev B
- Site Signage - P3.103 Rev A

These plans were received on 24th November 2020

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.

201609 Informatives

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 consent within the statutory timescale for the decision to be issued.