

DELEGATED APPLICATION REPORT**Target Date:** 08/01/21**Application No:** 201588/ADV**Address:** 25 Rose Kiln Lane**Proposal:** External signage scheme relating to the business**Case Officer:** James Overall**Proposal and Supporting Information**

Plan	Drawing Number	Description	Received
Location Plan	19040-HNW-ZZ-ZZ-DR-A-1000 Rev P1		11 Nov-20
Site Plan	SS-FOR-V188321.1 Rev C	Shows Signs A-H (D does not exist)	18 Dec-20
South & West Elevations	SS-FOR-V188321.2 Rev A	Existing	18 Dec-20
South & West Elevations	SS-FOR-V188321.3 Rev A	Proposed	18 Dec-20
Sign A	SS-FOR-V188321.4 Rev A	Proposed	18 Dec-20
Sign A - Details	SS-FOR-V188321.5 Rev A	Proposed	18 Dec-20
Sign B	SS-FOR-V188321.6 Rev A	Proposed	18 Dec-20
Sign C	SS-FOR-V188321.8 Rev A	Proposed	18 Dec-20
Sign E	SS-FOR-V188321.10 Rev A	Proposed	18 Dec-20
Sign F	SS-FOR-V188321.11 Rev A	Proposed	18 Dec-20
Sign G	SS-FOR-V188321.12 Rev A	Proposed	18 Dec-20
Sign H	SS-FOR-V188321.13 Rev A	Proposed	18 Dec-20
EV Site Charging Points	N/A	Technical information/Prerequisite	11 Nov-20

Relevant Planning History

200256

Construction of decked car park at the rear of the showroom above the existing hard surfaced car park, external alterations to the main showroom building, and associated works.

Application Permitted on 7 August 2020

Consultations

The following addresses were consulted by letter:

- Units 1-6 within 23 Rose Kiln Lane
- 27 Rose Kiln Lane

No letters of representation have been received.

Transport

There are no transport objections to the proposed signage subject to the condition below;

ADVERT LUMINANCE

The maximum luminance from the 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.

Natural Environment

Natural Environment originally had concerns with the proximity of sign C (6m pylon sign) to a frontage TPO London plane tree.

These concerns have been overcome with the submission of "Site Plan Drg. No. SS-FOR-V18832-1.1 Rev C". This amended plan saw the following amendments:

Sign B has moved further away within the car park lot at a location that will not impact on trees.

Sign C has moved eastward by 1-2 metres at the same location.

The relocation of Sign C is a positive amendment and does provide appropriate clearance from the adjacent TPO Plane tree.

As such there are no further objections with regards to trees.

Ecology

These proposals are unlikely to have any adverse effect on biodiversity and there are no ecology related objections to the application.

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

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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. However the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

In this regard, the NPPF states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy, Sites and Detailed Policies Document and Reading Central Area Action 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).

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.

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

Reading Borough Local Plan (2019)

CC7: Design and the Public Realm

CC8: Safeguarding Amenity

TR3: Access, Traffic and Highway-Related Matters

OU4: Advertisements

The main issues to be considered are:

- a. Amenity and Design
- b. Public safety

Amenity and Design

Policy OU4 of the Local Plan states that advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance.

It is considered that the proposed locations and forms of the signage, will have no significant harmful design impacts, nor impact on the host building or character of the surrounding area. The 6m high totem sign is consistent in height with that approved at the Kia site to the south next door. The proposal is therefore in accordance with Policy OU4 and CC7 of the Local Plan (2019).

Public Safety

With the addition of a luminance condition limiting the maximum luminance to not exceed 300 cd/m², the proposed signage is unlikely to cause a distraction to users of the highway. The proposed signs are therefore considered acceptable in public safety terms in accordance with Policies TR3 and CC8 of the Local Plan (2019).

RECOMMENDATION - Grant Advertisement Consent