

DELEGATED APPLICATION REPORT

Application No: 201182/ADV

Address: 160 Friar Street, Reading, RG1 1HE

Proposal: New signage - 1 x Fascia, 1 x Projecting Sign (both internally illuminated); 1 x Opening Hours Panel, Window Manifestations and 1 x ATM Surround/Header (all non-illuminated)

Case Officer: David Brett

Applicant: Virgin Money Stores

Received on (valid on): 21/08/2020

Target Date: 08/01/2021, decision date extended from 16/10/2020 to allow for submission of revised plans.

Site Description and Surrounding Area

The proposal site is a bank at 160 Friar Street. The surrounding area comprises of a retail high street.

Proposal

Advertisement consent is sought for:

- New image signage - 1 x Fascia
- 1 x Projecting Sign
- 1 x Opening Hours Panel
- Window Manifestations - Frosted & Full Colour Vinyl (internally applied)
- 1 x ATM Surround/Header

Revised plans were submitted on the Tuesday 15th December 2020 to address concerns raised by officers in relation to OU5 of the Reading Borough Local Plan (Adopted November 2019). Policy OU5 states that advertisements are acceptable where opaque coverings on shop windows, such as paint and films, will be minimised and will not obscure the window. The window displays have been revised from a previously externally applied vinyl application, to an internally applied frosted vinyl application.

Plans Considered

The agent supplied the following plans:

- Location Plan - Virgin Money
- ~~- Proposed Site Plan - 103694A Issue 02 (page 2 of 8)~~
- ~~- Overview - 103694A Issue 02 (page 3 of 8)~~
- ~~- Main Signage - 103694A Issue 02 (page 4 of 8)~~
- ~~- Secondary Signage - 103694A Issue 02 (page 5 of 8)~~
- ~~- Secondary Signage - 103694A Issue 02 (page 6 of 8)~~
- ~~- Window Graphics - 103694A Issue 02 (page 7 of 8)~~
- ~~- Secondary Signage - 103694A Issue 02 (page 8 of 8)~~

These plans were received on 21st August 2020

- Proposed Site Plan - 103694A Issue 03 (page 2 of 8)
- Overview - 103694A Issue 03 (page 3 of 8)
- Main Signage - 103694A Issue 03 (page 4 of 8)
- Secondary Signage - 103694A Issue 03 (page 5 of 8)
- Secondary Signage - 103694A Issue 03 (page 6 of 8)
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Relevant Planning History

120274 - Internally illuminated fascia sign and projecting sign - Application permitted on 20/07/2012.

152086 - Replacement of ground floor entrance doors and car park gates with the installation of a new frameless glazed entrance doors, glazed canopy and painted steel car park gates and replacement plant and plant screen at rooftop level to replace the existing. - Application permitted on 26/02/2016.

160212 - Change of use from Class B1 (a) to C3 (dwelling houses) to comprise 15 x 1 bed flats and 13 x 2 bed flats. Prior Notification under Class 0, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015. - Application permitted on 04/04/2016

170430 - Installation of an ATM through the existing glazing to the right hand side of the shop entrance as a through glass installation. - Application permitted on 10/07/2017

170431 - Integral illumination and screen to the ATM fascia. Internally illuminated Virgin Money sign above the ATM fascia. Red halo LED reduced illumination to the ATM surround. - Application permitted on 10/07/2017

201696 - Proposed shopfront alterations to existing Bank frontage, to provide level access at the public entrance and associated internal works. Application not yet determined, target decision date is 22/01/2021.

Internal Consultations

Reading Borough Council, Transport - Response received on 06/10/2020

- *There are no objections to this application.*

Townsafes Consultant - No response received.

External Consultees

- 159 Friar Street, Reading, RG1 1HE
- Flat 1, 159 Friar Street, Reading, RG1 1HE
- Flat 2, 159 Friar Street, Reading, RG1 1HE
- Flat 3, 159 Friar Street, Reading, RG1 1HE
- Flat 4, 159 Friar Street, Reading, RG1 1HE
- Flat 5, 159 Friar Street, Reading, RG1 1HE
- Flat 6, 159 Friar Street, Reading, RG1 1HE
- 161 Friar Street, Reading, RG1 1HE
- Reading County Court, 160-163 Friar Street, Reading, RG1 1HE

No responses.

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 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:

NPPG: Advertisements

Reading Borough Local Plan (Adopted November 2019)

- OU4: Advertisements
- CC7: Design and the Public Realm
- TR3: Access, Traffic and Highway-Related Matters
- CR2: Design in Central Reading

The main issues to be considered are:

- A. Character and Appearance, Security and Public safety (Reading Borough Local Plan Policy OU4)
- B. NPPG: Advertisements - [Considerations affecting public safety](#)
- C. Other Matters

Appraisal

A) Reading Borough Local Plan Policy OU4: 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

B) 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</i>	Complies

<i>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>	
<i>(c) 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
<i>(d) 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
<i>ii) which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals</i>	Complies
<i>iii) 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
<i>iv) which are subject to frequent changes of the display</i>	Complies
<i>(e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message</i>	Complies
<i>(f) 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
<i>(g) 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
<i>ii) 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
<i>(h) 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
<i>ii) invite drivers to turn right on a main road, or where there is fast moving traffic</i>	Complies
<i>iii) 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
<i>iv) 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

Conclusion

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

Recommendation

GRANT CONSENT

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.

A1: STANDARD ADVERT REQUIREMENTS

- 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.
- 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.
- 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.
- 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.
- 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.

AD1: ADVERT LUMINANCE

The maximum luminance from the internally illuminated fascia and projecting signs hereby consented shall not exceed 400 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 - Virgin Money

These plans were received on 21st August 2020

- Proposed Site Plan - 103694A Issue 03 (page 2 of 8)
- Overview - 103694A Issue 03 (page 3 of 8)
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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.

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.