

DELEGATED ADVERT APPLICATION REPORT

Target Date: 5/7/21 ext

Application No: 210713/ADV
Address: 47 Oxford Road
Proposal: Fascia signage, logo signage and hanging sign.
Case Officer: Susanna Bedford
Applicant: Really Local Group

Proposal

Proposed new signage as described above.

Plans Considered

The agent supplied the following:

Location plan and Block plan

Drawing No: 0157-P500 Proposed Elevations

Drawing No: 0157-P501 Proposed Plans

Drawing No: 0157-P502 Proposed Plans

received on 6 May 2021

Drawing No: 0157-P503 Rev A Proposed Elevations

received on 5 July 2021

Relevant Planning History

Various signage applications

180823 - subdivision to different units Granted 13 September 2018

Consultation Responses

Transport - 2 June 2021:

There are no Transport objections to this application. Condition **AD1 ADVERT LUMINANCE** recommended.

Thames Valley Police -23/03/2020

On plan number 210713 for The Biscuit Factory - Oxford road/Queens walk corner, I notice they will be using illuminated signage on both fronts.

Please can we ensure that this illumination is kept to an absolute minimum. The nearest camera to that spot which is the primary camera for that stretch of oxford road is already massively disadvantaged at night when the illuminated signage for the Penta turns on. Any more bright lighting will make that area very hard to view and monitor live.

The same can be said for the next nearest camera (viewing from the East of the sight of the proposed plan. This is the secondary camera for that area. This camera suffers at night due to

the huge TV on the Broad street mall. Any more over the top lighting will cause this camera to suffer also.

The agents agreed to amend the proposal to provide lower luminance of 22 cd/m2 and to use dimmer lights and to liaise with TVP.

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:

NPPG: Advertisements

Reading Borough Local Plan (Adopted November 2019)

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

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](#)

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:

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|--|-----------------------|
| a) 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 |
| b) Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts. | Complies |
| c) 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. | Not applicable |
| d) Advertisements will not reduce visibility for users of the highway or accesses onto the highway. | Complies |
| e) Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway. | Complies |
| f) Advertisements should not obscure the sight lines of cameras installed for public safety. | |

The agents were advised that our adopted policy on advertising is Policy OU4 of Reading Borough Local Plan 2019. Criteria f requires advertisements to not obscure the sight lines of cameras installed for public safety and it can be argued that obscuring the cameras through glare would count as “obscuring”.

Complies

Our policy includes a table in the supporting text based on the Institute of Lighting Professionals work that suggests that advert lighting in the town centre should be no brighter than 300 - 600 cd/m2. It was suggested that luminance should be reduced to c100 - 200 cd/m2. Suitable amended plans were provided and a condition will be used.

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 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) 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	Complies
(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) 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	Complies
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	Complies
(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) contain a large arrow or chevron (or have a pointed end and have only a few words of message)	Complies
ii) invite drivers to turn right on a main road, or where there is fast moving traffic	Complies
iii) invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely	Complies
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	Complies
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.	Complies (see above)

Conclusion

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

Recommendation

CONSENT