

DELEGATED APPLICATION REPORT

Target Date: 16/11/2020

Application No: 201320/ADV

Address: 3 Queens Road, Reading, RG1 4AR

Ward: Abbey

Case Officer: James Schofield

Proposal: Powder coated steel sign to the front elevation

1. SITE DESCRIPTION AND CONTEXT

The development site relates to a large commercial and modern multi-storey office building located between Queens Road and Star Lane. The front elevation faces the relatively quiet Star Lane rather than the busier Queen's Road.

2. PROPOSALS

The application seeks permission for a non-illuminated advertisement on the front elevation. Plans considered;

Drawing No: QPR-004 Elevations as Existing

Drawing No: QPR-005 Elevations as Proposed

Drawing No: QPR-007A New Signage Detail

Received on 21st of September 2020

3. CONSULTEES

Neighbours

The standard procedure for site notice display during the COVID-19 pandemic is for a site notice to be sent to the agent for subsequent display on site. No comments have been received.

4. RELEVANT PLANNING HISTORY

Ref: 191662

Decision: Permitted

Date: 31/01/2020

Description:

External alterations comprising a new entrance canopy, new pedestrian gate, new railings fixed over existing brick wall, new cycle shelter, new vehicular entrance gates to serve car parking area, removal of existing bollard, and the provision of new flat top stainless steel bollards along the eastern boundary of the site.

Decision:

Approved

5. LEGAL AND PLANNING POLICY CONTEXT

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.

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 (2019)*.

Accordingly, the 'NPPF' and the following development plan policies and supplementary planning guidance are relevant. 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.

National Planning Policy

National Planning Policy Framework (2019)

National Planning Practice Guidance

Reading Borough Local Plan (adopted 2019):

CC7: Design and the Public Realm

TR3: Access, Traffic and Highway-Related Matters

OU4: Advertisements

EN1: Protection and Enhancement of the Historic Environment

EN3: Enhancement of Conservation Areas

6. APPRAISAL

8.1 Principle of development

The application seeks permission to install a non-illuminated advertisement near the top of the elevation of a multi-storey office building. Such works are supported in principle by policies of the Reading Borough Local Plan (2019) subject to a number of criteria ensuring the effects of the development are not harmful. This will be considered in more detail in the following sections.

8.2 Amenity and Historic Character

Policy CC7 of the Reading Borough Local Plan (2019) requires development to be of a high design quality that maintains and enhances the character and appearance of the area in Reading in which it is located.

The appearance of the proposed advertisement is considered to be in keeping with the established modern and commercial character of the building. No harm is considered likely to result to residential amenity as a consequence of the proposal to the site itself, it's context, or the historic context of nearby listed buildings. As such, the proposal is considered to comply with Policies CC7, OU4, EN1 and EN3 of the Local Plan 2019.

8.2 Public Safety

No works considered by this application could cause a physical obstruction to the public using a public highway. As the proposal does not include illumination, would be sited near the top of a multi-storey building, and facing a quiet road which primarily serves the site, the proposal is deemed rather unlikely to serve as a meaningful distraction to users of public highways. The proposal is acceptable in terms of Policy TR3 of the Reading Borough Local Plan (2019).

9. CONCLUSION

In light of the above assessment the proposal is considered to accord with the requirements of the development plan and is therefore recommended for approval subject to conditions.

10. RECOMMENDATION

GRANT subject to conditions:

1. A1 Standard Advert Condition
2. Standard Advert Time Limit
3. AD2 Approved Plans

APPENDIX

Site Photos as of the 23rd of January 2020 (taken for app ref: 191662).



