

DELEGATED APPLICATION REPORT

Target Date: 12/02/2020

Application No: 192012/ADV (Retrospective)

Address: 33 Blagrove Street, Reading, RG1 1PW

Proposal: Proposed x2 metal wall hung building number signage.

Case Officer: David Brett

Site Description and Surrounding Area

The proposal site is situated on Blagrove Street in Reading town centre, opposite the Town Hall. The buildings on Blagrove Street have multiple use cases and frontages, including the Blagrove Arms public house, a barber shop, and a café. The proximity of Blagrove Street to Reading Station means that there is a high foot fall at peak hours from Monday to Friday.

Upon a further site visit on Monday 3rd February 2020, it was confirmed that the plans have been implemented and the construction complete (see photo in appendix of this report for reference). As a result, this proposal is being assessed retrospectively and for the retention of the two metal wall signs. This was highlighted by the applicant in the application form.

Proposal

Specifically, the proposals are seeking approval for the retention of two metal wall building number signs, displayed at the front elevation of the building. The base of the signs being 2.7m from the ground, extending 0.75m from the front elevation.

Plans Considered

The agent supplied the following:

- Proposed External Works - AD(4)07
- Proposed Site Location Plan - SI.AP(2)10

These plans were received on 18th December 2019

Relevant Planning History

Proposal 192012 is advertisement consent at 33 Blagrove Street; a property that was previously class B1 (office) use. The change of use for to 33 Blagrove Street to C3 (dwelling houses) was approved on 15th August 2018 under application 181074.

Consultation Responses

- Reading Borough Council Transport
 - *There are no transport objections to this application. The proposed wall hung building signs are not illuminated and are in excess of 2.4m above the footway.*
 - *There are no objections to this 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 (Adopted November 2019)

- OU4: Advertisements
- CC7: Design and the Public Realm
- CC8: Safeguarding Amenity
- TR3: Access, Traffic and Highway-Related Matters
- CR3: Public Realm in Central Reading

The main issues to be considered are:

- a. Amenity
- b. Public safety
- c. Character and Appearance

Appraisal

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

Complies

historic fascias, windows, pilasters, cornices or scrolls.

Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts.	Complies
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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
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Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies
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Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	N/A - signage is not illuminated
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Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies
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RECOMMENDATION

GRANT

CONDITIONS

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.

AD2: Approved Plans (Adverts)

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

- Proposed External Works - AD(4)07
- Proposed Site Location Plan - SI.AP(2)10

These plans were received on 18th December 2019

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 prescribed target or 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.

I30: Canopies and structures overhanging the highway

Before the canopy/structure is erected a licence must be obtained, under Section 177/178 of the Highways Act 1980, for any part of it that overhangs the highway. A licence can be obtained from the Council`s Highways section at 19 Bennet Road, Reading, RG2 0QX, telephone 0118 937 2138.

APPENDIX



Figure 1: Proposed x2 metal wall hung building number signage (03/02/2020). Signage circled in red.



Figure 2: Proposed x2 metal wall hung building number signage (03/02/2020). Signage circled in red.