

Delegated Application Report

Application No: 200890/ADV

Address: 1 Station Road

Proposal: Installation of 1 x internally illuminated and 1 x non-illuminated fascia sign to both Friar Street and Station Road elevations. 2 x internally illuminated projecting signs, (one on both Friar Street and Station Road elevations) (amended description)

Target Date: 14/10/20

Case Officer: Connie Davis

Site Description and Surrounding Area:

The application site relates to a Locally Listed building located on the corner of Friar Street and Station Road, although the majority of its frontage is on Station Road. The building was designated locally listed in February 2020 and has been vacant since 2018 when Nationwide relocated from the site. The building comprises of 5 storeys and Prior Approval has been granted to change the 1st, 2nd and 3rd floors from office to residential, although it is not believed that this has been implemented. The site is located within the Reading Central Area, Central Core, Primary Shopping Area and within an existing designated Active Frontage.

Permission has been granted from the change of use from a bank (A2 use class) to a restaurant/ takeaway (A3/A5 use class). The site will be occupied by American chain, Wendy's.

Proposal

Advertisement consent is sought for the installation of the following:

Internally illuminated 'Wendy's' signs at ground floor level (Friar Street and Station Road)

Non-illuminated fascia signs (on fascia board on Friar Street, above entrance door on Station Road)

Two internally illuminated projecting signs on Friar Street and Station Road.

Plans/ Documents Submitted:

A0.100 Rev A - Site Plan

01 - Awning Message AM-02

4 - Cameo Blade CB-02

Received 26th June 2020

Planning Statement

Received 29th June 2020

SK-05 Rev B - Proposed Elevation

SK-06 Rev A - Proposed Elevation

Received 8th October 2020

Relevant Planning History:

200889/FUL - Alteration to existing shopfront to Friar Street and Station Road comprising the part removal of the existing glazed shopfront / signage band and replacement with a new part glazed and brick elevation, alteration to louvers to Station Road elevation (amended) - Under Consideration

200845/FUL - Change of use of the ground floor and part of lower ground floor from A2 financial and professional services to a mixed-use A3 / A5 restaurant / take away use and associated works including external ventilation louvre to station road elevation - Application Permitted

200827/APC - Application for approval of details reserved by conditions 3 (Noise assessment), 4 (Odour assessment) and 5 (Station Road Louvres) of application 200343 - Conditions Discharged

200846/APC - Application for approval of details reserved by conditions 6 (refuse Strategy) and 7 (Litter Strategy) of application 200343 - Conditions Discharged

200863/OPA - Change of use of 2nd and 3rd floors from Class B1(a) (offices) to C3 (dwelling houses) to comprise 7 flats. Prior Notification under Class O, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015 - Prior Approval Not Required

200343/FUL - Change of use of ground floor from A2 Financial & Professional Services to mixed-use A3/A5 Restaurant/Take away use & associated works including external ventilation Louvre to Station Road elevation - Application Permitted

191588/FUL - Erection of second and third floor rear extension (for residential purposes to create 3 additional dwellings) to existing building (linked to Prior Approval application 191446) - Under Consideration

191589/FUL - Installation of additional windows into rear (west-facing) elevation and erection of new dormer window to front roof slope (linked to Prior Approval Application 191446) - Under Consideration

191446/OPA - Change of use of 1st, 2nd and 3rd floors from Class B1(a) (offices) to C3 (dwelling houses) to comprise 12 flats. Prior Notification under Class O, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015 - Prior Approval Not Required

182109/OPA - Change of use 1st, 2nd and 3rd floors of building from Class B1(a) (offices) to C3 (dwelling houses) to comprise 15 dwellings. Prior Notification under Class O, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015 - Prior Approval Not Required

181997/FUL - Change of Use of ground and basement floors from A2 (financial/professional service) to A3 (Restaurant and café) use - Application Returned

Consultation Responses:

Internal Consultation

TVP CCTV: No comments received.

Transport: No objections subject to restriction on luminance.

Heritage: No objections.

External Consultation

The following address was formally consulted via letter on 02/07/20:

3-5 Station Road
23 Friar Street

In addition, a site notice was sent to the agent on 02/07/20

No comments were received.

Summary of discussions with applicant/agent:

Throughout the course of the application, the proposed illuminated fascia signed were reduced in size. Their location is considered acceptable in relation to the wider shopfront alterations, as will be further discussed.

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 and Legal Context

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 Local Plan (2019)*

The '*National Planning Policy framework*' ('NPPF') 2018 states clearly that its content is to be a material consideration in the determination of applications. The 'NPPF' states that due weight should be given to the adopted policies of the Local Development Framework (LDF) 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). 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.

Relevant Policies

Reading Borough Local Plan (2019):

CC7: Design and the Public Realm
TR3: Access, Traffic and Highway-Related Matters
OU4: Advertisements
OU5: Shopfronts and Cash Machines
EN1: Protection and Enhancement of the Historic Environment
EN4: Locally Important Heritage Assets

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

As part of the change of use of the building to a Wendy's restaurant, substantial re-design to the shopfront is proposed. The proposed design has been informed by the historic features of the building and with the aim of bringing some traditional features of the building back into the design which were lost as part of the former Nationwide frontage. Namely it includes bringing additional brickwork to ground floor level, which will remove a portion of the glazed frontage on both the Friar Street and Station Road elevations. It is on these bricked sections that the fascia signs would be displayed.

Although acknowledged not to be fascias between ground and first floor level, like typically on a shopfront (and indeed on those units around the site), it is considered that the advertisements are in general keeping with the size and proportions of the building, given the additional works to be carried out on the shopfront. It was emphasised that retaining part of the fascia board should be included as part of the proposal, and has been done, to keep the distinction between ground and first floor level, as per other units.

During the course of the application, the fascia signs have also been reduced in their overall size but are still in line with other elements of the frontage (on Friar Street, the top of the sign is to be in line with the fascia board, on Station Road, the sign is to be located at the same height as the entrance doors). A small, non-illuminated sign (in text form) is to be above the Station Road entrance door and on the Friar Street fascia banner which is considered acceptable.

An illuminated projecting sign is also proposed between ground and first floor on the Friar Street and Station Road elevations. These are considered of an acceptable scale and are a common feature in the existing street scene. A condition restricting luminance levels of the signage would be included on the consent.

Overall, the proposed advertisements, in the wider context of the shopfront alterations, are considered acceptable in terms of design and impact on the Locally Listed Building. Although acknowledged to be in a slightly different position, style and shape to surrounding signage, it is not considered to create substantial harm given the proportions of the building on which they would be situated.

As such, the proposal is considered acceptable in terms of Policies CC7, OU4, OU5, EN4 and TR3 of the Reading Borough Local Plan (2019).

ii) 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) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; **No***
- (b) 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; **No***
- (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); **No***
- (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology: **No***
 - i. where the means of illumination is directly visible from any part of the road; **No***
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **No***
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **No***
 - iv. which are subject to frequent changes of the display; **No***
- (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No***
- (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; **No***
- (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; **No***
or
 - ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts. **No***

(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); **No***

*ii. invite drivers to turn right on a main road, or where there is fast moving traffic; **No***

*iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; **No** or*

*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. **No***

*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. **No, as no response was received from TVP CCTV to confirm. It is assumed that if the signage would cause such issue then a response would have been received.***

In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.

Conclusion

GRANT 200890/ADV in accordance with Regulation 14 (1) (a and b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Subject to the following conditions:

Conditions

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

Drawing No:

A0.100 Rev A - Site Plan

01 - Awning Message AM-02

4 - Cameo Blade CB-02

Received 29th June 2020

SK-05 Rev B - Proposed Elevation

SK-06 Rev A - Proposed Elevation

Received 8th October 2020

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

2. The maximum luminance from the signs hereby consented shall not exceed 600 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.

3. The Standard Conditions:

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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Informatives

1. Your attention is drawn to the terms and conditions of this consent. 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 consent may result in the Council taking action to remedy the breach of planning control. If you are in any doubt please contact the Council.

2. The local planning authority has worked positively and proactively with the applicant to resolve relevant matters to allow consent to be granted within the prescribed target or agreed extended timescale for the decision to be issued.