



Town Planning Bureau

Planning Supporting Statement

RE: ADVERTISEMENT CONSENT FOR DISPLAY OF ADVERTS.

SITE: 1 STATION ROAD/22 FRIAR STREET, READING RG1 1LG.

The Barn
43 Oakdene Road
Redhill
Surrey
RH1 6BT

Tel. 01737 390169

1. The Application

This letter is presented in support of an application for the proposed display of adverts.

This application pack comprises the following documents:

- Site plan.
- Block plan.
- Proposed elevations.
- Details of advertisement.

Date: 22nd June 2020

Our ref: TPB-483d-L5

The application is submitted on behalf of Wendy's Restaurants of UK Ltd ('the Applicant').

e-mail
info@tpbureau.co.uk

We would welcome the opportunity for the Applicant and their design team to present via weblink the detailed overview and rationale for the scheme presented for approval.

web
www.tpbureau.co.uk

2. The Site

The site comprises a four-storey building at the junction of Station Road and Friar Street, fronting onto Station Road but with a small return frontage on Friar Street.

The application relates to the ground floor shop only of the building, which is a vacant unit formerly occupied by Nationwide Building Society.

The site is located on a major pedestrian route, with the surrounding area comprising a mix of town centre uses including shops, drinking establishments, banks, coffee shops, betting shops, hotels and other professional services.

The site is located within the Reading Central Area, the Station/River Major Opportunity Area, Primary Shopping Area (primary frontage) and Office Core Area. The site is not a listed building nor is it located within a conservation area; however, it is a 'locally listed' building - it was locally listed for the following reason:

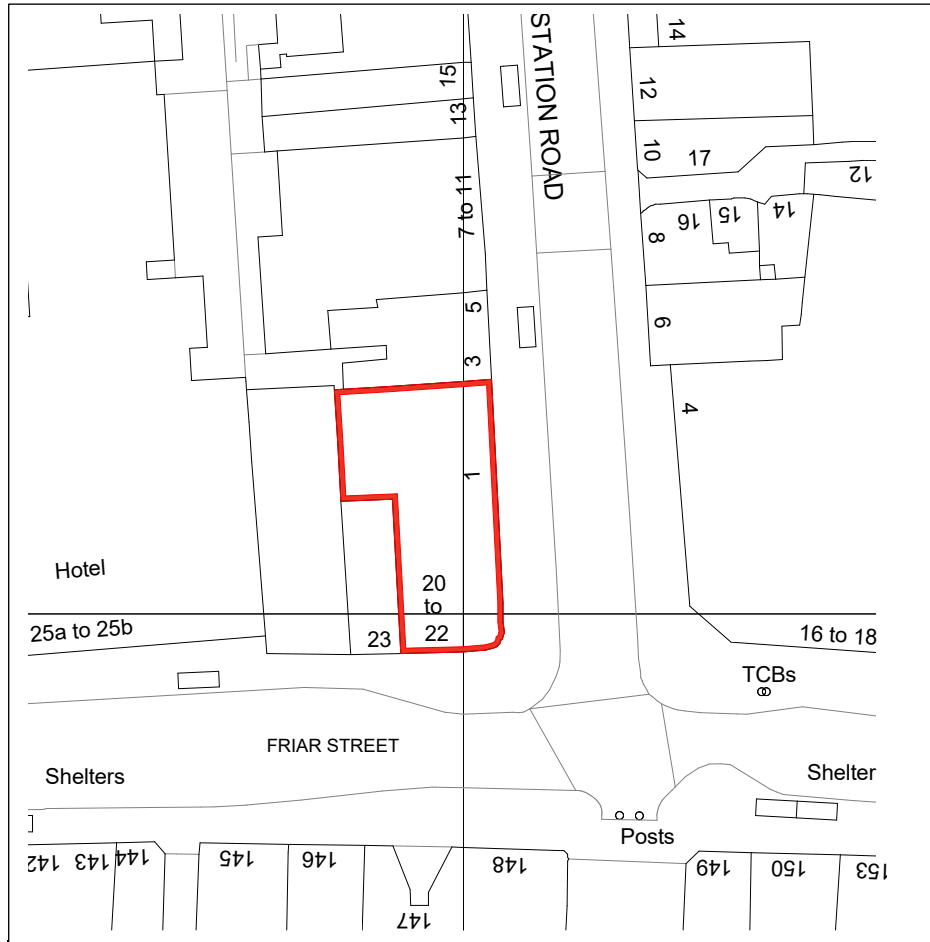


RTPI

mediation of space · making of place

members of the Royal Town Planning Institute

Site Location:



The application proposes:

- The display of two blade signs, one to Friar Street and one to Station Road.
- The display of two fascia signs, one to Friar Street and one to Station Road.
- The display of a sign above entrance door to Station Road.



4. Planning history

Ground floor Relevant:

- 200343 - 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.
 - Permitted 25/05/20.
- 110641 - New fascia signs around existing cash machines
 - Permitted 08/03/12.
- 011000 - Proposed alteration of shopfronts to provide new disabled access to suit internal alterations
 - Permitted 22/11/01
- 011001 - Replacement of existing illuminated fascia box and projecting box sign with new corporate logo
 - Permitted 22/11/01
- 910601 - New fascia signs and projecting signs
 - Permitted 23/07/91.
- 900360 - Illuminated fascia sign and two logo projecting signs.
 - Permitted 08/10/90
- 901187/FUL - Alteration, renovation and extension of building
 - Permitted 12/09/90.
- 890025/FUL - Alteration, renovation and extension of building
 - Permitted 22/03/89.
- 890880 - fascia signs in plain grey stove enamelled box folded aluminium, central sign to have logo and blue perspex style lettering over diffused perspex / concealed strip lighting to give halo effect
 - Permitted 10.03.89

5. Planning Policy

In preparing this application regard has been had to the National Planning Policy Framework (NPPF) and Development Plan policies within the adopted Reading Borough Local Plan (2019).

Reading Borough Local Plan (RBLP) Nov 2019

The principal policies relevant include:

- Policy CR7: Primary Frontages in Central Reading.
- Policy CR11: Station/River Major Opportunity Area.
- Policy OU4: Advertisements

6. Planning Considerations

We consider the principle planning matters to be:-

- The design.
- The light levels.

We address them in turn to demonstrate that the scheme complies with development plan policy and guidance.

Policy

Policy OU4 of the RBLP states that:-

Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable. All adverts shall comply with the following criteria:

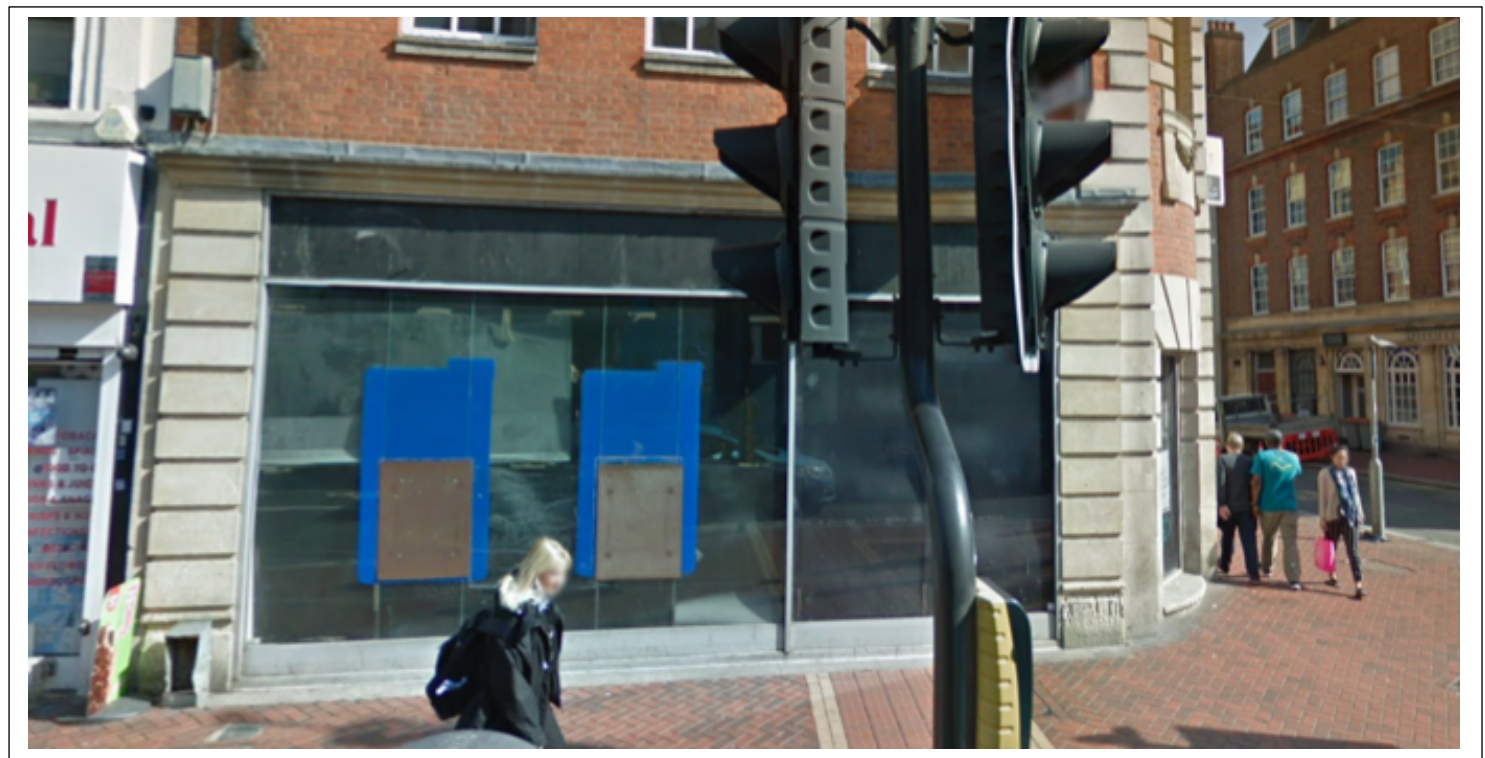
- Advertisements will not obstruct windows, any other sign already located on the building, or cut across significant architectural features such as historic fascias, windows, pilasters, cornices or scrolls;*
- Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts;*
- 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;*
- Advertisements will not reduce visibility for users of the highway or accesses onto the highway;*
- Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; and*
- Advertisements should not obscure the sight lines of cameras installed for public safety.*

Analysis

‘As Existing’ Station Road:



‘As Existing’ Friar Street:



Former Nationwide Shopfront:

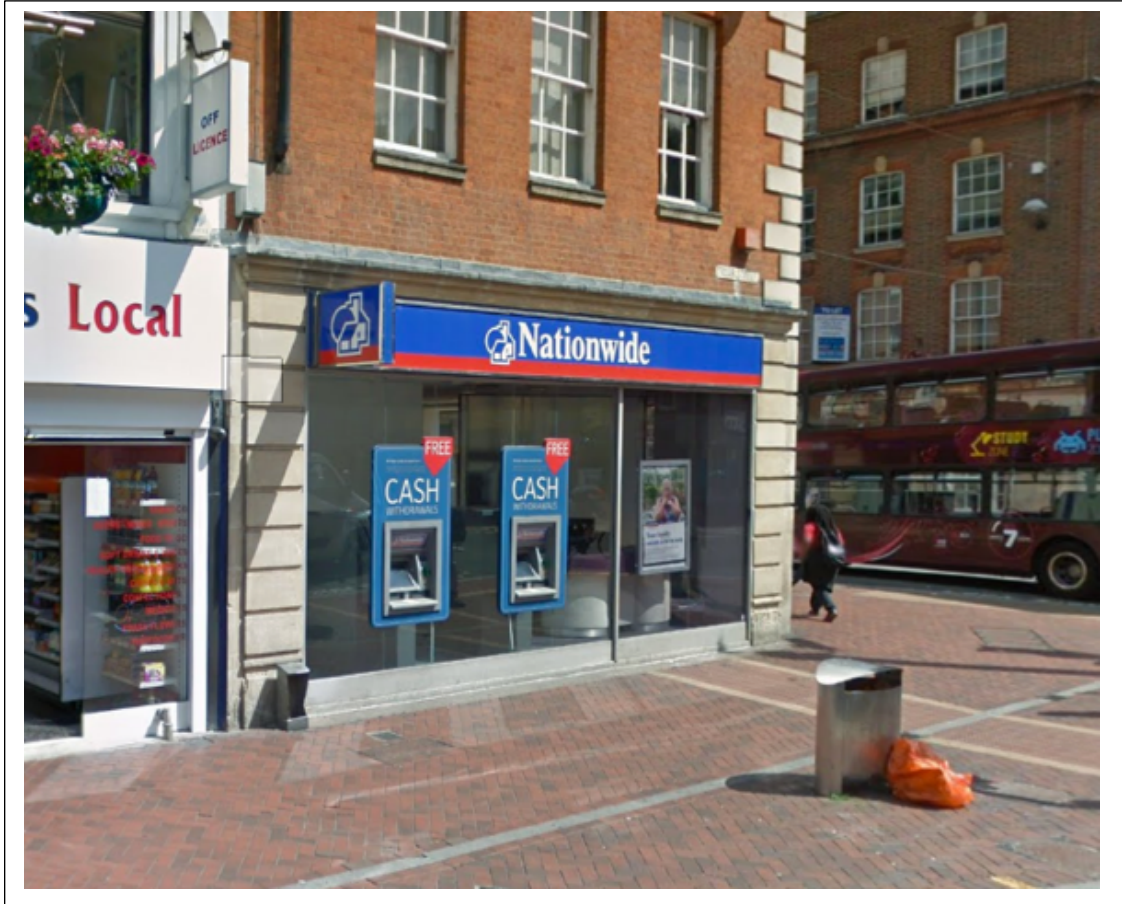
The shopfront and adverts of the departed Nationwide had an appearance that drew the eye to the blue illuminated branding.



Former Nationwide Station Road shopfront:



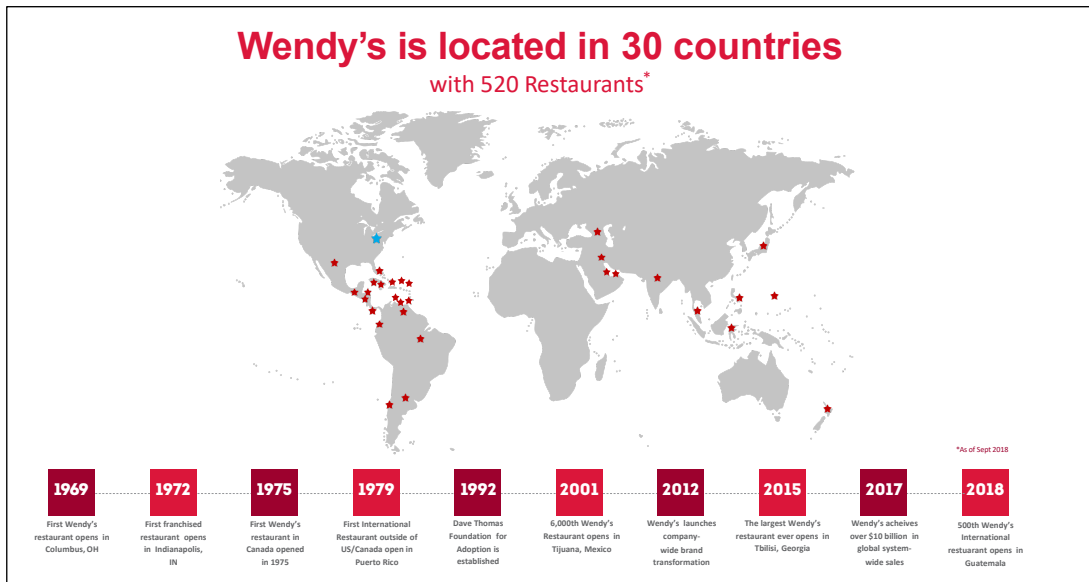
Former Nationwide Friar Street shopfront:



Attached above is a photograph that shows the windows with adverts and the blanking out of the Friar Street elevation.

Wendy's the Company

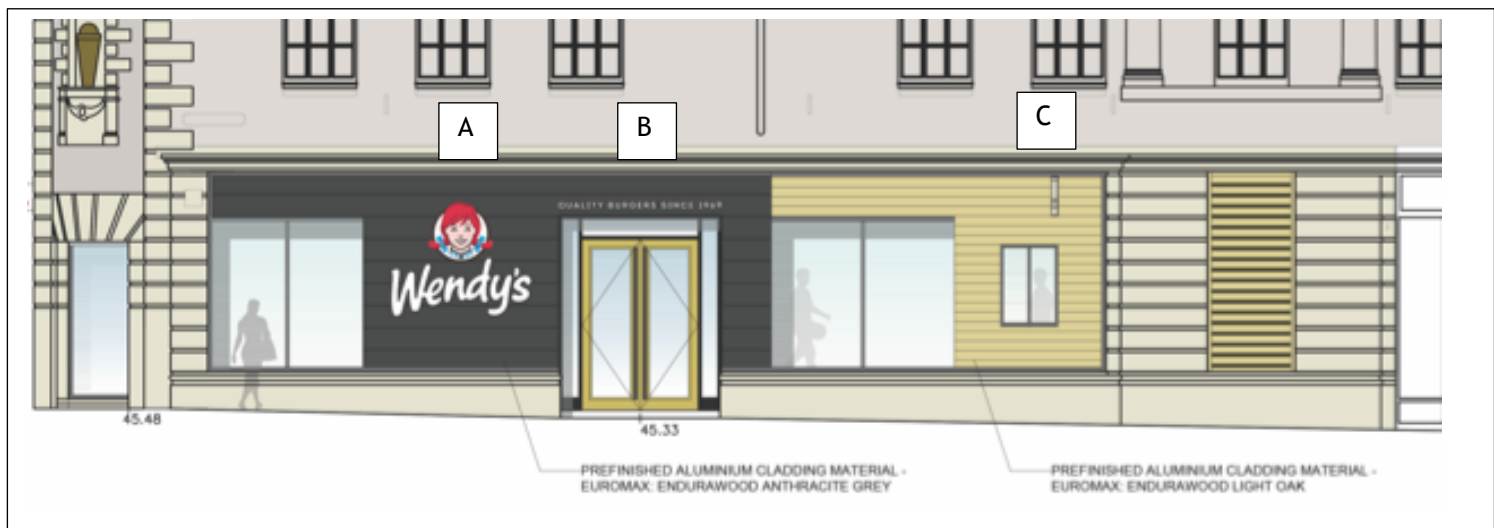
Dave Thomas opened his first store 15th November 1969 in Columbus, Ohio. Since then, Wendy's has grown to over 520 restaurants world-wide in 30 different countries. What however is special about Wendy's Reading is it is the first restaurant premises in the UK and will be their flag ship store.



Wendy's Adverts

The branding is used has been carefully designed to take account of the retail premises, the future layout and of course to bring forward their branding.

Station Road Elevation:



A = this is a fascia sign that will be internally illuminated upto 600 cd/sqm

B = this is stainless steel non-illuminated sign above the entrance door.

C = this is a blade sign, again internally illuminated upto 600 cd/sqm

Friar Street:



A = this is a fascia sign that will be internally illuminated upto 600 cd/sqm

C = this is a blade sign, again internally illuminated upto 600 cd/sqm

Materials

The signs A and B will be stainless steel frames finished in black with acrylic digital printed faced held on a steel bracket.

The signs C will be brushed stainless steel letters.

Assessment against Policy OU4

Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable. All adverts shall comply with the following criteria:

- 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;*
 - The signs are will be fitted within the shopfront and accordingly will not be fitted to the existing Portland Stone that surrounds the shopfront.
 - The signs will also not obscure nor obstruct any windows.
- b) *Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts;*
 - The business occupies one unit only.
- 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;*

- The building is not listed, nor in a conservation area. However, for note, especially when compared to the Nationwide signs, we submit this will be an enhancement.
 - For note, Nationwide had blue perspex fascia signs and two blade signs.
 - The scheme will have two adverts (a fascia sign and a blade sign) to each elevation. there will be a third stainless steel non-illuminated sign above the entrance door.
- d) *Advertisements will not reduce visibility for users of the highway or accesses onto the highway;*
- The signs are positioned at a height so as not to impact on highway access or visibility.
- e) *Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; and*
- Illumination will be upto 600cd/sqm internally light in this town centre location, which complies with the policy guidelines.
- f) *Advertisements should not obscure the sight lines of cameras installed for public safety.*
- The signs are positioned so as to not impact on camera sight lines.

Accordingly, we submit that this application for advertise consent fully complies with Policy OU4.

7. Summary and conclusions

- Advert consent is sought for the installation of a two fascia signs, two blades signs and entrance letter sign spread across the two elevations of this town centre site.
- The new signs will be limited to the shopfront only will not impact on the Portland Stone cornicing and shopfront surround.
- The signs are of an appropriate illumination level for this busy town centre location.
- The scheme has been assessed against Policy OU4 and found to fully comply with the requirements of the said policy.
- The use, which this advert is part of, will create further employment opportunities for between 25 and 40 people in this sustainable, easily accessible the town centre location especially at a time of uncertainty.
- The policy presumption is in favour of the grant of advert consent and there are no material considerations that outweigh that presumption - we accordingly submit this application determination.

Should you wish to discuss matters raised in this statement, please do not hesitate to contact the writer.

Lead consultant:

Paul S Bottomley BA (Hons) MA MRTPI
Town Planning Bureau