

DELEGATED APPLICATION REPORT

Target Date: 14/02/2020

Application No: 192030/ADV

Address: 21-23 St Mary's Butts, Reading, RG1 2LN

Ward: Abbey

Case Officer: James Schofield

Proposal: Part replacement ground floor frontage to Hosier Street, erection of retractable canopy and two open huts to inner courtyard. Replacement externally illuminated fascia and hanging signs and non illuminated high level roundel.

1. SITE DESCRIPTION AND CONTEXT

The development site relates to a pub at the corner of St Mary's Butts and Hosier Street. The site includes externally illuminated advertisements on fascia boards and a hanging sign. The property is not listed but lies just outside the St Mary's Butts Conservation Area and opposite St Mary's Minster - Grade 2*.

2. PROPOSALS

The application seeks permission for replacement externally illuminated advertisements (seeking permission under application ref: 192029). Plans considered;

Drawing No: 596267-3 Proposed Signage St Mary's Butts Elevation

Drawing No: 596267-4 Proposed Signage Hosier St Elevation

Drawing No: 3271:25 Proposed External Beach Huts

Drawing No: 3271:40 Existing Front and Rear External Elevation

Drawing No: 3271:41 Existing Side Existing External Elevation

Drawing No: 3271:43 Proposed Side External Elevation

Renders on A4

Renders on A3

As received 20 December 2019

Drawing No: 3271-44 Site Location Plan

As received 13 February 2020

3. CONSULTATION

Neighbours

A site notice was displayed from 14 January 2020. No comments have been received.

Transport

No objections with recommended condition.

Thames Valley Police Service

Comment sought but not received prior to determination.

4. RELEVANT PLANNING HISTORY

None relevant.

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

OU5: Shopfronts and Cash Machines

EN1: Protection and Enhancement of the Historic Environment

6. APPRAISAL

8.1 Principle of development

The application seeks retrospective permission to replace existing externally illuminated signage associated with the pub. 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. Policy OU5 provides further clarity to the question of what high design quality is as it relates to shopfronts in that;

- fascia boards should be lower than first floor windows,
- avoid visually combining multiple units,
- present an active frontage to the street at all times, and
- canopies and blinds should be for shading purposes and retractable.

The appearance of the partially implemented changes to the fascia and windows are considered to be broadly like-for-like, and best described as an update to that which was in place before. The inclusion of a canopy to the rear is deemed to not be visually prominent or permanent in nature due to the retractability feature. The faded rainbow coloured 'Beach Huts' appear to be completely obscured by a boundary wall running the length of Hosier Street, and as such, are unlikely to alter how the site is viewed from Hosier Street.

No harm is considered likely to result to residential amenity as a consequence of the proposal.

While the design of the proposed works is modern, these changes are not considered to result in any material harm to the immediate character or appearance of the pub, the wider building or the historic context including adjacent listed buildings and conservation area. As such, the proposal is considered to comply with Policies CC7, OU4, OU5 and EN1 of the Local plan 2019.

8.2 *Public Safety*

No works considered by this application could cause a physical obstruction to members of the public using the highway. Light pollution is considered a possible danger to the safe operation of the transport network. The Professional Lighting Guide indicates that signs in urban areas up to 10 m² should have a maximum permitted recommended luminance of 600 cd/m². In line with this, Transport Officers recommended a condition to control advert luminance to 600 cd/m². The signage proposed includes external illumination up to 500 cd/m² for the fascia sign and 200 cd/m² for the hanging sign, both on white backgrounds. Permitted development rights allow for the replacement of elements of a development like-for-like, and as such, a condition controlling levels of luminance up to 600 cd/m² is considered prudent and sufficient to ensure the proposal remains 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
4. AD1 Levels of luminance

1. 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.

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.

2. This consent shall operate for a period of five years from the date of this notice.

REASON: By virtue of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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

Drawing No: 596267-3 Proposed Signage St Mary's Butts Elevation
Drawing No: 596267-4 Proposed Signage Hosier St Elevation
Drawing No: 3271:25 Proposed External Beach Huts

As received December 20 2019

Drawing No: 3271-44 Site Location Plan

As received 13 February 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.

4. The maximum luminance from the sign 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.